

### Primary colors

RSM Blue		75%	50%	25%	10%
CMYK	100-65-0-55	RSM colors RSM colors RSM colors			
RGB	23-28-84	81-85-127 #51557F	139-141-169 #8B8DA9	197-198-212 #C% C6D4	231-232-238 #E7E8EE
Hexa	#171C54				
RAL	RAL 5003	RSM colors RSM colors RSM colors			
PMS	282	94-149-194 #5E95C2	147-184-214 #93B8D6	1-219-234 #C9DBEA	233-241-247 #EE9F1F7

### RSM Light Blue

84-50-10-0 40-113-173 #2871AD RAL 5017 PMS 285	RSM Light Grey 15-10-10-15 190-200-202 #C7C8CA RAL 7040	RSM Mid Grey 15-10-10-50 137-139-140 #898B8C RAL 7037	RSM Dark Grey 15-10-10-70 97-99-99 #616363 RAL 7011	Black 0-0-0-100 0-0-0 #000000 RAL 9017
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### Secundairy colors

RSM Petrol	RSM Olive	RSM Red	RSM Magenta	RSM Orange	RSM Ocher
73-31-32-11	75-25-60-8	0-100-100-0	0-89-0-10	0-65-65-0	0-40-65-0
67-133-150	63-139-115	227-6-19	215-49-129	238-118-86	247-171-100
#438596	#418B73	#E30613	#D73181	#EE7656	#F7AB64
PMS 549	PMS 556	PMS 032	PMS Magenta	PMS 150	PMS 7404



## Color guide

Coated /uncoated / offset / digital print / web

Uncoated paper: **Plano Superior**

Coated paper: **Magno Satin**

Preferably use Plano superior. If this is not possible use the coated paper.