

# Ink. Graphic Identity

---



Design Club | IIIT Delhi



Design Club | IIIT Delhi

## Colour Palette

The colours specified here comprise the primary colour palette for Ink. The flouroscent green hue denote creativity, minimalism and a futuristic outlook.

## Usage Guidelines

It is essential that utmost care be given to specifying the correct colour values for any colour reproduction, digital or print. Correct colours are important for integrity of the brand and have a strong visual presence at all times.

Use only the given values for the 2 colours in the required formats.

Reproduction of the Logo in different color schemes can only be done after prior permission from the Ink. Admin body.

**#88EF02**

**R-136 G-239 B-2 C-47 M-0 Y-100 K-0**

**#B3FD52**

**R-179 G-253 B-82 C-32 M-0 Y-91 K-0**

## Gray Scale

The colours specified here comprise the secondary colour palette for Ink.

**#787878**

**R-120 G-120 B-120 C-54 M-46 Y-145 K-11**

**#A7A7A7**

**R-167 G-167 B-167 C-36 M-29 Y-30 K-0**