

# Colour Codes – P3

P3



APPROVED BY MANAGEMENT BOARD: 20. SEPTEMBER 2023  
RELEASE DATE FOR P3 GROUP: MAY 2024

## electric blue

#0000ff  
RGB: 0,0,255  
CMYK: 100, 85, 0, 0  
Pantone: 2738

## lemon splash

#dbff55  
RGB: 219, 255, 85  
CMYK: 23, 0, 82, 0  
Pantone: 585

## midnight blue

#00002d  
RGB: 0, 0, 45  
CMYK: 100, 93, 44, 72  
Pantone: 296 C

## green day vibe

#005b4c  
RGB: 0, 91, 76  
CMYK: 89, 37, 67, 36  
Pantone: 3308

## purple rain

#6544fe  
RGB: 101, 68, 254  
CMYK: 82, 73, 0, 0  
Pantone: 2587

## flying salminh

#ff7f6a  
RGB: 255, 127, 106  
CMYK: 0, 63, 53, 0  
Pantone: 1645

# Colour Matrix of Combinations – P3

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	white	electric blue	lemon splash	green day vibe	midnight blue	purple rain	flying salminh	black
white	white							
electric blue		electric blue						
lemon splash	lemon splash		lemon splash					
green day vibe		green day vibe		green day vibe				
midnight blue		midnight blue			midnight blue			
purple rain			purple rain			purple rain		
flying salminh				flying salminh				
black					black			

# Colour Usage—P3

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## electric blue

**USE FOR (TOPIC):**

Technology  
Software  
Management

## midnight blue

**USE FOR:**

Fonts

**STANDS FOR:**  
Strength  
Dependability  
Sovereignty

## purple rain

**USE FOR (TOPIC):**

Communication  
Leadership  
Soft Skill

**STANDS FOR:**  
Creativity  
Transformation  
Originality

## green day vibe

**USE FOR (TOPIC):**

Sustainability  
Autonomous Driving  
Energy

**STANDS FOR:**  
Trust  
Innovation  
Dynamic

**STANDS FOR:**  
Trust  
Innovation  
Dynamic

## lemon splash

**USE FOR (TOPIC):**

Highlights

**STANDS FOR:**  
Optimism  
Openness  
Growth

## flying salminh

**USE FOR (TOPIC):**

Highlights

**STANDS FOR:**  
Drive  
Confident  
Acceptance

# Colour Shades Light Version Primary – P3

P3



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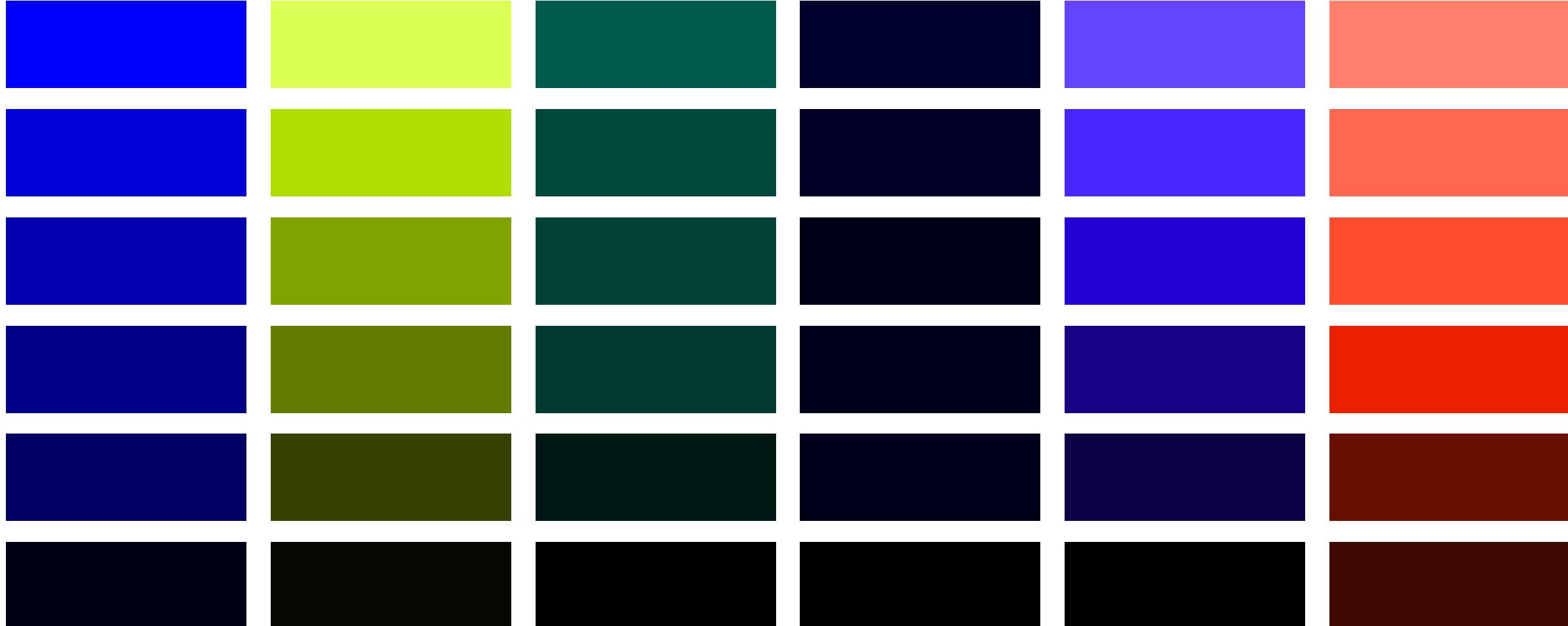
# Colour Shades Dark Version Secundary- P3

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