Avnet | Color Scheme

Primary Color / 1

RGB 226/36/34 (sRGB)
HEX #e22422
CMYK 0/95/95/0
Pantone 485 C
RAL 3028

Usage:

Logo, tagline box, links, sub headlines

Primary Colors / 2

RGB 5/147/188 (sRGB)
HEX #0593bc
CMYK 100/0/15/10
Pantone 313 C

RGB 140/179/26 (sRGB)
HEX #8cb31a
CMYK 55/0/100/0
Pantone 376 C

RGB 27/92/103 (sRGB)
HEX #1b5c67
CMYK 80/30/35/45
Pantone 5473 C

RGB 2/64/110 (sRGB)
HEX #02406e
CMYK 100/50/0/50
Pantone 541 C

Usage:

Top headlines, colored circles for icons, colored bar

Secondary Colors

RGB 87/87/87 (sRGB)
HEX #575757
CMYK 0/0/0/80

Usage:

Copy text, social media icons

RGB 178/178/178 (sRGB)
HEX #b2b2b2
CMYK 0/0/0/40
Pantone 429 C

Usage:

Lines, tables

Tertiary Colors

RGB 235/103/48 (sRGB)
HEX #eb6730
CMYK 0/70/90/0

RGB 255/160/57 (sRGB)
HEX #ffa039
CMYK 0/40/80/0

Usage:

Limited: reserved for PPT charts and websites

Please note: Avnet uses exclusively the sRGB color space to avoid differences in appearance.

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