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% !TEX encoding = UTF-8 Unicode
% !TEX program = pdflatex
\documentclass{article}
    \usepackage{tikz}
    \definecolor{NTUred}{HTML}{661E2A}
\begin{document}
    \begin{tikzpicture}
        \fill [color = NTUred]
            (0, 0) rectangle +(1, 2);
        \fill [color = {rgb, 1: red, .40; green, .12; blue, .16}]
            (2, 0) rectangle +(1, 2);
        \fill [color = {rgb, 255: red, 102; green, 30; blue, 42}]
            (4, 0) rectangle +(1, 2);
        \fill [color = {rgb, "FF: red, "66; green, "1E; blue, "2A}]
            (6, 0) rectangle +(1, 2);
    \end{tikzpicture}
\end{document}
```