

BetterBe Corporate Identity colors

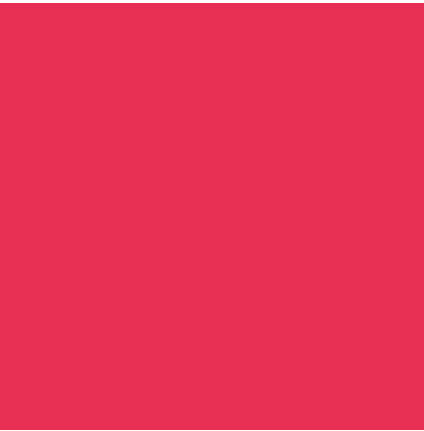


BetterBe Blue

Can be used as background color for a navigation bar, but not for large screen areas

RGB 41 / 35 / 92
Hex #29235C
PMS 274c
CMYK 100 / 100 / 25 / 25

Screen use only
Screen use only
Print use only
Print use only



BetterBe Red

Never use this color as a background color in an application

RGB 231 /48 / 83
Hex #E73053
PMS 199c
CMYK 0 / 90 / 55 / 0

Screen use only
Screen use only
Print use only
Print use only

BetterBe additional link/CTA color for applications



BetterBe LightBlue

Only use this color for links or cta buttons

RGB 0 / 152 / 181
Hex #0098B5

Screen use only
Screen use only