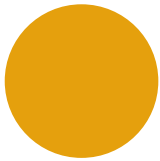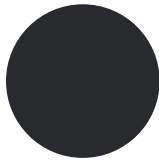# Color Palettes

Primary Color Palette

The Primary Palette should be used in all occasions for Plex marketing communications. The palette has been designed to give a bold and exciting direction to the brand, offering flexibility in the design of an literature off and online. Percentage tints can be used of any of these colours.
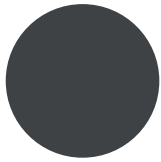
Gamboge

#E5A00D

229, 160, 13

$gamboge

Shark

#282A2D

40, 42, 45

$shark

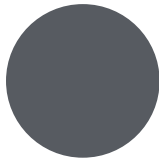**White**

#FFFFFF

255, 255, 255

$white

Shades of gray

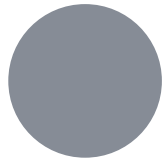A selection of grayscale colors for background or text color use.
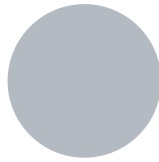
River Bed

#3F4245
63, 66, 69
$river-bed

Shuttle Gray

#575B61
87, 91, 97
$shuttle-gray

Raven

#868C96
134, 140, 150
$raven

Gray Chateau

#B3BAC1
179, 186, 193
$gray-chateau

Mercury

#E0E3E6
224, 227, 230
$mercury

Athens Gray

#F2F3F4
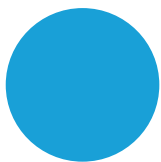242, 243, 244
$athens-gray

Alabaster

#F9F9F9
249, 249, 249
$alabaster

Secondary Colors Palette

The Secondary Palette should be used as a guide for the tone of a color. We intend for the secondary palette to be ever evolving, offering an endless palette to choose from. The main use of the secondary palette is in the creation of icons and illustrations that will be used across the board to help demonstrate the core benefits of Plex products.
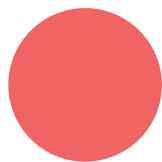
Curious Blue

#19A0D7
25, 160, 215
$curious-blue

Atlantis

#96C83C
150, 200, 60
$atlantis

Cinnabar

#F06464
240, 100, 100
$cinnabar