



Finding your way

Strategy is a guide providing context to where Akashinga's identity lives within our world. Use this guide to connect every project to something bigger: a truth, a courageous goal, or a larger context. If your efforts start to lag or feel mundane, return to this guide as the basis of your brand's core principles and inspiration.

Community-led



Photography Altitudes



Who we are and why we're different

As

AKASHINGA

Color Palette

Akashinga Orange
RGB: 255/123
HEX: #FF7F1D
PANTONE: P 40-8 C
CMYK: C0 M80 Y93 K10

Terrain
RGB: 0/85/144
HEX: #00552C
PANTONE: P 17-8 C
CMYK: C80 M37 Y100 K35

Morning Sky
RGB: 0/0/0
HEX: #300D5C9
PANTONE: P 27-4 C
CMYK: C75 M1 Y42 K0

Warm Night
RGB: 25/24/26
HEX: #191B1A
PANTONE: Process Black
CMYK: C70.5 M87 Y84 K75

Spark
RGB: 254/194/30
HEX: #FEC21E
PANTONE: P 10-8 C
CMYK: C0 M0 Y100 K0

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