

Our color palette has been purposefully chosen to signal energy, optimism, and confidence.

We reflect these principles in the following ways: White, ASEA Cream, and ASEA Green to capture a feeling of ease and wellness; paired with ASEA Yellow and ASEA Coral to represent energy, warmth and humanity; and balanced with ASEA Blue to signal innovation and precision.

ASEA Cream RGB: 239/234/232 HEX: efeae8 CMYK: 5/6/6/0 Pantone: Warm Gray 1 C 40%	
White RGB: 255/255/255 HEX: ffffff CMYK: 0/0/0/0	Black RGB: 0/0/0 HEX: 000000 CMYK: 0/0/0/100
ASEA Blue RGB: 0/116/241 HEX: 0074f1 CMYK: 87/48/1/0 Pantone: 2195 C	ASEA Green RGB: 2/202/128 HEX: 02ca80 CMYK: 85/0/70/0 Pantone: 2414 C
ASEA Yellow RGB: 255/226/0 HEX: ffe200 CMYK: 0/6/100/0 Pantone: 108 C	ASEA Coral RGB: 229/106/84 HEX: e56a54 CMYK: 0/54/63/10 Pantone: 7416 C