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## SECONDARY COLOURS

AIA is a red brand first and foremost. There are certain cases, however, when a secondary colour palette is necessary, for example in wayfinding, to establish hierarchies or highlight information, to add more energy to a design, or to make it feel calm and reassuring.

You may use our secondary colour palette in the following instances:

- **Moving Mountains**
- **Digital design**
- **Wayfinding and navigation**
- **Infographics**
- **Product information**
- **Creating visual hierarchy**
- **Illustrations**
- **Iconography**

AIA SALMON	AIA CERISE	AIA ORANGE	AIA YELLOW	AIA PURPLE	AIA LAVENDER	AIA BLUE	AIA GREEN	AIA SILVER	AIA GOLD
PANTONE 701C C0 M65 Y34 K0 R255 G122 B133 #FF7A85	PANTONE 215C C20 M100 Y27 K9 R186 G3 B97 #BA0361	PANTONE 164C C0 M65 Y68 K0 R255 G117 B77 #FF754D	PANTONE 123C C4 M21 Y89 K0 R247 G201 B38 #F7C926	PANTONE 268C C83 M78 Y3 K0 R76 G71 B148 #4C4794	PANTONE 522C C42 M40 Y13 K1 R161 G153 B186 #A199BA	PANTONE 7683C C84 M44 Y13 K1 R31 G120 B173 #1F78AD	PANTONE 7737 C55 M4 Y90 K0 R136 G185 B67 #88B943	PANTONE Warm Grey 1C C20 M19 Y22 K1 R211 G202 B195 #D3CAC3	PANTONE 466 C21 M27 Y57 K6 R202 G175 B120 #CAAF78
80% #FF969D	80% #C83681	80% #FF9170	80% #F9D452	80% #706CA9	80% #B3ADC7	80% #4B92BE	80% #A9C574	80% #DCD5CF	80% #D6BF93
60% #FFB0B6	60% #D5689F	60% #FEAC94	60% #F9E07C	60% #9491BE	60% #C5C2D5	60% #78AFCE	60% #BED496	60% #E4DFDB	60% #DFCFAE
40% #FECACE	40% #E29AC0	40% #FFC8B9	40% #FCEAA8	40% #B6B5D4	40% #D8D6E3	40% #A5C9DF	40% #D4E2B8	40% #EEEAE7	40% #EADFC9
20% #FEE4E7	20% #F2CDDF	20% #FFE2DA	20% #FDF4D3	20% #DBDAEA	20% #ECEBF1	20% #D2E4F0	20% #E9F0DB	20% #F5F4F2	20% #F3EFE4