

## BRANDING

# Colour palette

The APLAR 2019 colour palette is to be implemented in all marketing and congress collateral.

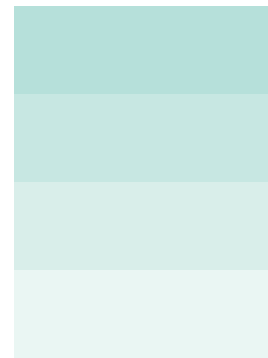
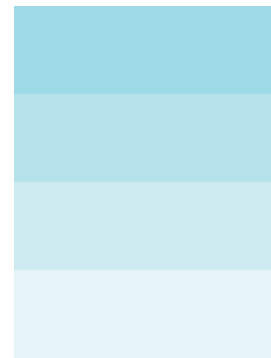
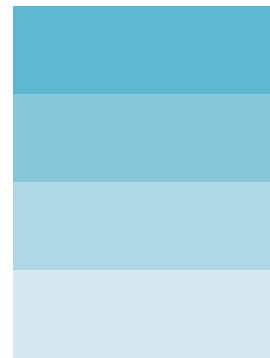
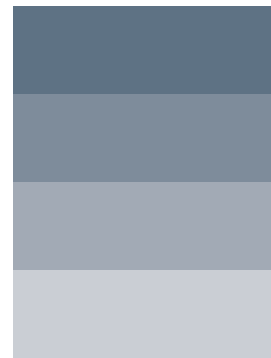
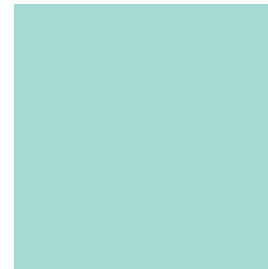
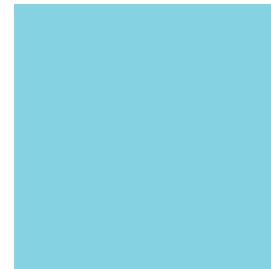
### Printing colours

The CMYK specifications are to be used for printing (four colour process). Please note: printed colours in this document are not to be referenced for colour matching. Pantone (PMS) specifications can be supplied on request.

### Web colours

RGB or HEX specifications are to be used for screen-only use such as powerpoint slides, emails and website applications.

### Primary



CMYK  
C80 M55 Y40 K2

CMYK  
C75 M11 Y18 K0

CMYK  
C45 M0 Y10 K0

CMYK  
C35 M0 Y20 K0

RGB  
R60 G93 B112

RGB  
R0 G171 B199

RGB  
R132 G210 B226

RGB  
R164 G218 B210

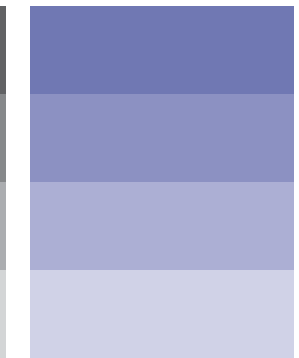
HEX (WEB)  
#3C5D70

HEX (WEB)  
#00ABC6

HEX (WEB)  
#84D2E2

HEX (WEB)  
#A4DAD2

### Secondary



CMYK  
C0 M0 Y0 K95

CMYK  
C72 M62 Y0 K8

RGB  
R40 G40 B41

RGB  
R84 G98 B165

HEX (WEB)  
#282829

HEX (WEB)  
#5462A4