

NEWSEC GREY -
PMS COOL GREY 1 UP
CMYK 2, 0, 0, 10
RGB 223, 229, 232
HEX #dfe5e8

NEWSEC GREEN -
PMS 365 CP/UP
CMYK 10, 0, 30, 0
RGB 231, 239, 193
HEX #e7efc1

NEWSEC BLUE -
PMS 7457 UP
CMYK 15, 5, 0, 0
RGB 212, 227, 244
HEX #d4e3f4

NEWSEC MAGENTA -
PMS Pantone P. Magenta 25%
CMYK 0, 25, 0, 0
RGB 249, 203, 223
HEX #f9cbdf

NEWSEC RED -
PMS 706 CP/UP
CMYK 0, 18, 10, 0
RGB 252, 216, 212
HEX #fd8d4

NEWSEC SUN -
PMS Pantone P. Yellow 30%
CMYK 0, 2, 30, 0
RGB 255, 244, 191
HEX #fff4bf

USED PREFERABLY IN MS OFFICE APPLICATIONS
(EXCEL, WORD, POWERPOINT)

NEWSEC GREY 0
PMS COOL GREY 2
CMYK 5, 0, 0, 20
RGB 196, 206, 212
HEX #c4ced4

NEWSEC GREEN 0
PMS 386
CMYK 5, 0, 50, 0
RGB 245, 241, 154
HEX #f5f19a

NEWSEC BLUE 0
PMS 283
CMYK 30, 10, 0, 0
RGB 173, 205, 236
HEX #adcdec

NEWSEC MAGENTA 0
PMS 217
CMYK 5, 30, 0, 0
RGB 234, 189, 216
HEX #eabdd8

NEWSEC RED 0
PMS 196
CMYK 0, 30, 10, 0
RGB 249, 192, 199
HEX #f9c0c7

NEWSEC SUN 0
PMS 1205
CMYK 0, 5, 50, 0
RGB 255, 235, 149
HEX #ffeb95

NEWSEC SILVER METALLIC
PMS 877
DO NOT PRINT OTHER
THAN PMS

NEWSEC YELLOW NEON
PMS 810 C
DO NOT PRINT OTHER
THAN PMS

PRINT ONLY

NEWSEC GREY 1
PMS COOL GREY 3
CMYK 10, 0, 0, 50
RGB 131, 144, 151
HEX #839097

NEWSEC GREEN 1
PMS 389
CMYK 30, 0, 100, 0
RGB 191, 215, 48
HEX #bfd730

NEWSEC BLUE 1
PMS 279
CMYK 80, 30, 0, 0
RGB 0, 145, 208
HEX #0091d0

NEWSEC MAGENTA 1
PMS 226
CMYK 10, 100, 0, 0
RGB 216, 11, 140
HEX #d80b8c

NEWSEC RED 1
PMS 186
CMYK 0, 100, 100, 10
RGB 215, 25, 32
HEX #c60018

NEWSEC SUN 1
PMS 123
CMYK 0, 10, 100, 0
RGB 255, 221, 0
HEX #ffdd00

NEWSEC CREME
PMS 61420%
CMYK 3, 2, 6, 0
RGB 246, 245, 237

COLORS

NEWSEC GREY 2
PMS COOL GREY 6
CMYK 20, 0, 0, 70
RGB 84, 102, 112
HEX #546670

NEWSEC GREEN 2
PMS 371
CMYK 30, 0, 100, 40
RGB 123, 143, 28
HEX #7b8f1c

NEWSEC BLUE 2
PMS 287
CMYK 80, 30, 0, 40
RGB 0, 98, 142
HEX #00628e

NEWSEC MAGENTA 2
PMS 247
CMYK 30, 100, 0, 0
RGB 180, 30, 142
HEX #b41e8e

NEWSEC RED 2
PMS 187
CMYK 0, 100, 100, 30
RGB 177, 17, 22
HEX #b11116

NEWSEC SUN 2
PMS 1235
CMYK 0, 30, 100, 0
RGB 253, 185, 19
HEX #fdb913

The Newsec house color palette has five vibrant accent colors (Green, Blue, Magenta, Red and Sun) along with one complementary color (Grey). Each of the house colors has five shades. The dominant background palette is white, with graphic elements in one of the accents colors along with our complementary grey which is more subtle. The brightest shade (-) is intended for use in MS Office applications.

When using accent colors - use one and combine with different tones of the same color along with Newsec grey, white and black, but never more than one accent color at the time.

The greys and blacks help make a more subtle impression. Use it in part of the typography and other graphic elements. The creme color can be used for full backgrounds to simulate an off-white paper both in print and in digital media. It is however no necessity. Both high white and creme color work well alongside each other.

NEWSEC GREY 3
PMS COOL GREY 8
CMYK 30, 0, 0, 85
RGB 47, 68, 78
HEX #2f444e

NEWSEC GREEN 3
PMS 350
CMYK 30, 0, 100, 60
RGB 92, 110, 14
HEX #242C02

NEWSEC BLUE 3
PMS 289
CMYK 80, 30, 0, 60
RGB 0, 73, 110
HEX #0B1925

NEWSEC MAGENTA 3
PMS 2602
CMYK 60, 100, 10, 0
RGB 130, 42, 133
HEX #822a85

NEWSEC RED 3
PMS 188
CMYK 0, 100, 100, 60
RGB 101, 0, 0
HEX #790000

NEWSEC SUN 3
PMS 137
CMYK 0, 50, 100, 0
RGB 247, 148, 29
HEX #f7941d