

CINDER

BRAND COLOR GUIDE

PRIMARY COLOR PALETTE



CMYK 75 / 68 / 67 / 90
RGB 0 / 0 / 0
SPOT BLACK 6C
HEX #000000



CMYK 29 / 23 / 16 / 51
RGB 105 / 107 / 115
SPOT Cool Grey 9
HEX #696b73



CMYK 12 / 07 / 06 / 17
RGB 188 / 193 / 198
SPOT COOL GREY 4
HEX #BCC1C6



CMYK 03 / 02 / 04 / 05
RGB 236 / 236 / 234
SPOT COOL GREY 1
HEX #ECECEA



CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
SPOT WHITE
HEX #FFFFFF



CMYK 15 / 100 / 100 / 6
RGB 198 / 5 / 19
SPOT 186
HEX #C60513