

# 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