

# COLOR SPECIFICATIONS

## Print colors

For professionally-printed materials, use CMYK color separation (ISO Coated v2) or PMS colors (PANTONE+ Solid Coated).

Print the KONE logo with PMS 300 whenever possible. Otherwise use PMS colors only where CMYK color separation is not feasible, e.g., in silk screen printing.

As a universal color matching system, PMS values are also used for reference when determining colors according to other color scales (e.g. RAL)

## Screen colors

The RGB definition is used for screen applications such as PowerPoint presentations, videos and websites.

The HEX color codes are used for representing RGB colors in web programming.

**NOTE:** These colors have been optimized for print or on-screen use. Do not use the automated color conversion tools in your software.

## PRIMARY

KONE BLUE PMS 300
CMYK 100.40.0.0.
RGB 0.113.185 HEX 0071b9

WHITE
CMYK 0.0.0.0.
RGB 255.255.255 HEX ffffff

## SUPPORT

NAVY BLUE PMS 301
CMYK 100.50.0.20
RGB 0.73.135 HEX 004987

SEMI-LIGHT BLUE PMS 2915
CMYK 50.10.0.0
RGB 134.194.230 HEX 86c2e6

LIGHT BLUE PMS 291
CMYK 25.5.0.0
RGB 179.218.241 HEX 98caec

ULTRA-LIGHT BLUE PMS 290
CMYK 12.3.0.0
RGB 224.242.251 HEX e0f2fb

SEMI-DARK GRAY PMS COOL GRAY 8 C
CMYK 0.0.0.50
RGB 141.145.148 HEX 8d9194

SEMI-LIGHT GRAY PMS COOL GRAY 5C
CMYK 0.0.0.25
RGB 186.189.191 HEX babdbf

LIGHT GRAY PMS COOL GRAY 3 C
CMYK 0.0.0.12
RGB 224.228.230 HEX e0e4e6

ULTRA-LIGHT GRAY PMS COOL GRAY 1 C
CMYK 0.0.0.6
RGB 237.239.240 HEX edeff0

## ACCENT

KONE GREEN PMS 361
CMYK 70.0.100.0
RGB 88.171.39 HEX 58ab27

KONE GREEN 2 PMS 382
CMYK 30.0.100.0
RGB 198.214.0 HEX c6d66c

KONE ORANGE PMS 143
CMYK 0.40.100.0
RGB 246.168.0 HEX f6a800

KONE YELLOW PMS 123
CMYK 0.20.90.0
RGB 255.198.39 HEX ffc627

KONE MAGENTA PMS 225
CMYK 5.90.0.0.
RGB 229.26.146 HEX e51a92