



VISUAL IDENTITY

COLOR PALETTE

The DataCore color palette consists of a primary Teal color that is to be used as the dominant color in all branding. Most materials should use a White background.

A secondary Gold color should be used sparingly as accents: dividing lines, icons, secondary buttons, etc.

Deep Blue can be used as a background and overlay color for variety and effect. It is a good candidate for title slides, footer bar backgrounds, banner backgrounds, and transparent overlays on top of images.

Light Blue and a series of cool gray colors can be used as tertiary colors.

DEEP BLUE PMS 309C CMYK 100 27 22 80 RGB 0 45 63 HEX 002D3F #Madiera 1161 RAL 5011	TEAL PMS 326C CMYK 85 0 38 0 RGB 0 188 188 HEX 00BCBC #Madiera 1299 RAL 5018	GOLD PMS 7408C CMYK 0 30 99 0 RGB 244 186 0 HEX F4BA00 #Madiera Not available RAL 1021		
WHITE PMS Not available CMYK 0 0 0 0 RGB 255 255 255 HEX FFFFFFFF #Madiera 1001 RAL 9010	LIGHT BLUE PMS 7541C CMYK 10 1 2 2 RGB 220 234 239 HEX DCEAEF #Madiera Not available RAL Not available	LIGHT GRAY PMS 649C CMYK 12 7 5 0 RGB 220 226 229 HEX DCE2E5 #Madiera Not available RAL Not available	DARK GRAY PMS 7543C CMYK 42 30 25 0 RGB 154 163 174 HEX 9AA3AE #Madiera Not available RAL 7001	BLUE PMS 279C CMYK 82 39 0 0 RGB 18 132 198 HEX 1284C6 #Madiera Not available RAL Not available