



Color Palette Primary Palette

Primary Palette

Flexcon Blue, our brand's core color, is a bold and dynamic shade that encapsulates the essence of innovation and confidence. The following shades on the right have derived from Flexcon Blue 100.

White	HEX #FFFFFF	RGB R255 G255 B255	CMYK C0 M0 Y0 K0	
Flexcon Blue 100	HEX #0025DF	RGB R0 G37 B223	CMYK C100 M70 Y0 K0	PANTONE Pantone 2388
Flexcon Blue 400	HEX #001370	RGB R0 G19 B112	CMYK C100 M92 Y31 K21	
Flexcon Blue 50	HEX #B8C4FF	RGB R184 G196 B255	CMYK C31 M22 Y0 K0	
Flexcon Blue 25	HEX #E9EEF9	RGB R233 G238 B249	CMYK C10 M5 Y0 K0	
Flexcon Blue 15	HEX #F6F7FC	RGB R246 G247 B252	CMYK C4 M3 Y0 K0	



To find out more about Flexcon's Extended Digital Color Palette, please reference the Flexcon digital GUI kit containing this palette