

Fargepalett

Riktig og konsekvent bruk av farger er viktig for å styrke ZEROs identitet. Hovedfargene skal alltid gjengis med de fargeverdiene som er oppgitt her.

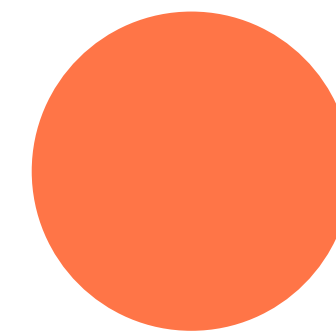
Obs! Svart (#000000) og Blackcurrant må ikke forveksles. Det skal ikke benyttes ren svart i ZEROs profil.

Primærfarger

Coral
Blackcurrant
Boston Blue

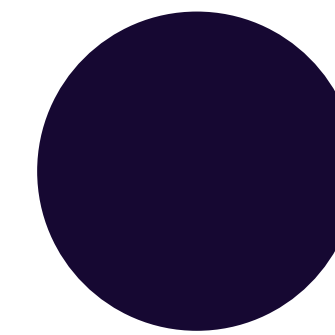
Sekundærfarger

White Smoke
White



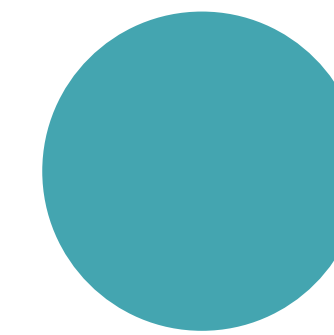
Coral

HEX: #FF7547
RGB: 255/117/71
CMYK: 0/65/71/0



Blackcurrant

HEX: #160832
RGB: 22/8/50
CMYK: 100/100/44/62



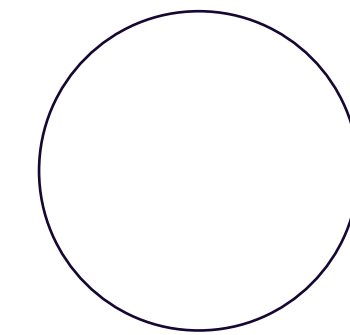
Boston Blue

HEX: #44A5B0
RGB: 68/165/176
CMYK: 70/15/31/1



White Smoke

HEX: #F4F4F4
RGB: 244/244/244
CMYK: 5/4/4/0



White

HEX: #FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0