

# **CIRTUO** VISUAL STANDARDS

color combinations

Primary



PANTONE Red 032 - CMYK 0/90/85/0 - RGB 239/65/54

Primary, inverse



PANTONE Red 032 - CMYK 0/90/85/0 - RGB 239/65/54

Primary  
[on black or dark background]



PANTONE Red 032 - CMYK 0/90/85/0 - RGB 239/65/54

Secondary  
[when color can't be used]



PANTONE Cool Gray 8 - CMYK 0/0/0/43 - RGB 160/160/160

Secondary, inverse  
[when color can't be used]



PANTONE Cool Gray 8 - CMYK 0/0/0/43 - RGB 160/160/160

Tertiary  
[when color can't be used]



Mono - Black logo / White background

Tertiary, inverse  
[when color can't be used]



Mono - White logo / Black background