

Empowerment colors.

For digital experiences

	Primary colors			Secondary colors		Semantic colors		Expression colors+
Color Mode								
Digital (Hex)	Life long Blue #00157A	Pulse Blue #39B1C3	Oxygen Blue #C1E6EF	Earth Grey #CED4DC	Carbon Black #000000	Sunset Red #FF3A40 *	Terra Green #90D116	To be defined for 2023 **
RGB	0, 21, 122	57, 177, 195	193, 230, 239	206, 212, 220	0, 0, 0	255, 58, 64	144, 209, 22	

*The color Sunset Red is not relevant for classic media. The color information provided here for completion reason. This color is valid for UX purpose only to provide visual feedbacks for digital interactions (e.g. error states etc.). Please check design system for detailed usage.

For established experiences (Print)

CMYK · coated & uncoated	100, 71, 0, 47	68, 7, 24, 0	28, 0, 8, 0	7, 3, 0, 17	60, 40, 40, 100
Pantone · coated	288 C (288 CP) Fallback: 662 C (662 CP) 2738 C (2738 CP) 2147 C (2147 CP)	7703 C (7702 CP) Fallback: 7704 C (7704 CP)	291 C (291 CP) Fallback: 2915 C (2915 CP)	537 C (537 CP) Fallback: 538 C (538 CP)	Black 3 C (Black 3 CP) Fallback: Black 6 C (Black 6 C CP)
· uncoated	Reflex Blues U (Reflex Blue UP) Fallback: 286 U (286 UP)	2199 U (2199 UP) Fallback: 638 U, (638 UP)	290 U (290 UP) Fallback: 277 U (277 UP)	537 U (537 UP) Fallback: 538 U (538 UP)	Black 6 U (Black 6 UP)
· Promotional (FHI)	19-3953 TPG Sodalite Blue	15-4720 TPG River Blue Fallback: 16-4535 Blue Atoll TPG	14-4515 TPG Atomizer Fallback: 14-4316 Summer Song TPG	14-4106 TPG Gray Dawn Fallback: 14-3949 TPG Xenon Blue	19-3911 TPG Black Beauty
RAL Design System Plus	Evening Blue 280 30 40 Fallback: Prince Blue 270 30 40	January Blue 220 60 40 Fallback: Alpine Blue 230 60 40	Atmospheric Soft Blue 220 230 85 20 Fallback: Tourmaline Water Blue 220 80 20	Feather Soft Blue 260 70 10	Crow Black 280 20 15

We also streamlined our color palette to express boldly our confidence and hunger for innovation. Apart from that, we will integrate new *expression colors*** to support various cultural and regional characteristics for our international markets. This will empower our brand to be more recognizable and relatable to diverse audiences, regardless of culture, region and markets peculiarities.

The RGB values are the reference colours for all other color modes. Other colour value definitions (e.g. CMYK and Pantone) are approximate values.

Die RGB-Werte sind die Referenzfarben für alle Farbumsetzungen. Farbdefinitionen wie z. B. CMYK- und Pantone-Werte sind Annäherungen an die CMYK-Werte.

**The new expression colors will be defined for the markets & regions for 2023 individually.