

02 Colors

ASQS
Brand Update
2023

Also our colorworld appears richer, more digital, more vivid.

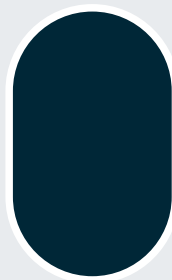
Red and Grey are more vibrant now and some few but strong colorful accents bring life, contrast and depth to the new ASQS-appearance.

Please to not mix these colors with our old dull color-scheme! It is outdated.



CRIMSON-RED // MAIN COLOR I

CMYK C	10 · 95 · 70 · 00
PANTONE C	199
PANTONE U	199
sRGB	229 · 33 · 62
HEX	#E5213E



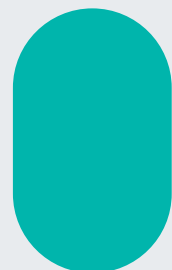
DAINTREE-BLUE // MAIN COLOR II

CMYK	95 · 55 · 40 · 70
PANTONE C	2189
PANTONE U	2965
sRGB	01 · 45 · 62
HEX	#012D3E



CERULEAN KEY-VISUAL

CMYK C	80 · 00 · 00 · 00
PANTONE C	2995
PANTONE U	306
sRGB	00 · 177 · 235
HEX	#00B1EB



JAVA-PETROL

CMYK C	80 · 00 · 40 · 00
PANTONE C	326
PANTONE U	326
sRGB	39 · 195 · 187
HEX	#27C3BB



BLACK

CMYK C	00 · 00 · 00 · 100
sRGB	00 · 00 · 00
HEX	#000000



JAVA-PETROL-GRADIENT

OPACITY	30% to 0%
TYPE	Radial

-> Creates three-dimensionality for dark backgrounds!



WHITE

CMYK C	00 · 00 · 00 · 00
sRGB	255 · 255 · 255
HEX	#FFFFFF



DAINTREE-JAVA-GRADIENT

-> A circle filled with a Java-Turquoise-Gradient, individually sized & placed over a solid Daintree-Blue backplate!