

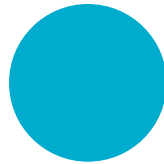
# COLOR

## Primary and Secondary

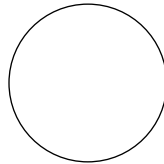
Color has a powerful influence on the personality of a brand. Our colors represent the Dialog brand at its most essential. They are bright, yet understated, portraying an innovative, confident and approachable organization.

Only use the colors in our palette and never add new ones.

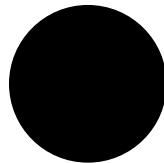
### Primary



**Dialog Blue**  
HEX 00ACCD  
RGB R:0 G:172 B:205  
CMYK C:100 M:0 Y:20 K:0  
PMS 3125 C/U

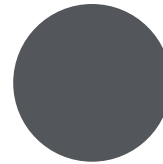


**White**  
HEX FFFFFFFF  
RGB R:255 G:255 B:255  
CMYK C:0 M:0 Y:0 K:0



**Black**  
HEX 000000  
RGB R:0 G:0 B:0  
CMYK C:0 M:0 Y:0 K:100

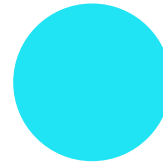
### Secondary



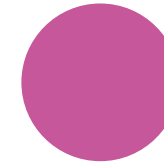
**Dialog Dark Gray**  
HEX 53565A  
RGB R:83 G:86 B:90  
CMYK C:44 M:34 Y:22 K:77  
PMS Cool Gray 11 C/U



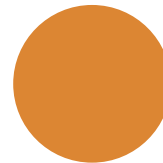
**Dialog Green**  
HEX A3D55F  
RGB R:160 G:205 B:73  
CMYK C:42 M:0 Y:92 K:0  
PMS 367 C/U



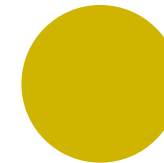
**Dialog Aqua**  
HEX 20E4F3  
RGB R:32 G:228 B:243  
CMYK C:56 M:0 Y:12 K:0  
PMS 319 C/U



**Dialog Pink**  
HEX C6579A  
RGB R:198 G:87 B:154  
CMYK C:16 M:83 Y:0 K:0  
PMS 674 C/U



**Dialog Orange**  
HEX DC8633  
RGB R:220 G:134 B:51  
CMYK C:1 M:60 Y:98 K:4  
PMS 7413 C/U



**Dialog Yellow**  
HEX CFB500  
RGB R:207 G:181 B:0  
CMYK C:0 M:6 Y:100 K:16  
PMS 606 C/U



**Dialog Sand**  
HEX F5F5DC  
RGB R:245 G:245 B:220  
CMYK C:0 M:0 Y:10 K:4  
PMS 7500 C/U



**Dialog Light Gray**  
HEX D8D9D6  
RGB R:217 G:217 B:214  
CMYK C:4 M:2 Y:4 K:8  
PMS Cool Gray 1 C/U