

Primary Color Palette

Planar Sapphire

PMS: 2727C

HEX: #2E54FF

RGB: 46 | 84 | 255

Recommended CMYK: 76 | 49 | 0 | 0*

*Pantone 2727C remains the color standard. CMYK values may require minor adjustment by the print provider to visually match the Pantone reference based on the printing process and substrate.

Planar Onyx

PMS: Black 6C

HEX: #000000

RGB: 0 | 0 | 0

CMYK: 30 | 30 | 30 | 100

Planar Snow

HEX: #FFFFFF

RGB: 255 | 255 | 255

CMYK: 0 | 0 | 0 | 0