Color is among the most powerful brand signals and a key part of our visual brand identity. Our palette was inspired by the stunning visual diversity that makes up the HKH. Blue is our core primary color and should be used most frequently. Five additional primary colors provide the brand additional range and flexibility, yet also come together to create a simplified cohesive look and feel.

**ICIMOD Blue**
- Hex: #036cb6
- CMYK: c90 m57 y0 k0
- RGB: r3 g108 b182
- Pantone C Bridge: 660 C
- Pantone U Bridge: 300 U

**ICIMOD Green**
- Hex: #49b449
- CMYK: c72 m1 y100 k0
- RGB: r73 g180 b73
- Pantone C Bridge: 360 C
- Pantone U Bridge: 368 U

**ICIMOD Yellow**
- Hex: #fdb714
- CMYK: c0 m31 y100 k0
- RGB: r253 g183 b20
- Pantone C Bridge: 1235 C
- Pantone U Bridge: 7406 U

**ICIMOD Red**
- Hex: #ed1a3b
- CMYK: c0 m100 y80 k0
- RGB: r237 g26 b59
- Pantone C Bridge: Red 032 C
- Pantone U Bridge: Red 032 U

**ICIMOD Teal**
- Hex: #00acc6
- CMYK: c100 m0 y24 k0
- RGB: r0 g172 b198
- Pantone C Bridge: 3125 C
- Pantone U Bridge: 7467 U

**ICIMOD Brown**
- Hex: #7f5b43
- CMYK: c62 m74 y90 k0
- RGB: r127 g91 b67
- Pantone C Bridge: 876 C
- Pantone U Bridge: 168 U

**USING GRAY**

ICIMOD uses gray primarily for typography. Tints add texture and depth to design composition. When using screens below 40%, be sure to adjust the color of the overlaying text to ensure proper contrast and legibility.