

SOOM COLOR GUIDE POSITIVE

SOOM BLACK

R0 G0 B0
C93 M88 Y89 K80
#000000

SOOM GRAY

R204 G204 B204
C24 M18 Y27 K0
#CCCCCC

SOOM WHITE

R255 G255 B255
C0 M0 Y0 K0
#FFFFFF

SOOM COLOR GUIDE NEGATIVE

SOOM WHITE

R255 G255 B255
C0 M0 Y0 K0
#FFFFFF

SOOM GRAY

R204 G204 B204
C24 M18 Y27 K0
#CCCCCC

SOOM BLACK

R0 G0 B0
C93 M88 Y89 K80
#000000

BRAND COLOR GUIDE

PRINT COLOR

PANTONE 1788C

PANTONE 072C

PANTONE 2412C

DIGITAL COLOR

THEGEM DEEP RED

R196 G0 B0
C30 M100 Y100 K0
#C40000

THEGEM RED

R218 G40 B41
C18 M95 Y90 K0
#DA2829

THEGEM LIGHT RED

R240 G95 B95
C6 M76 Y54 K0
#F05F5F

IDEALIAN DEEP BLUE

R0 G0 B210
C97 M83 Y0 K0
#0000D2

IDEALIAN BLUE

R0 G0 B255
C92 M75 Y0 K0
#0000FF

IDEALIAN LIGHT BLUE

R70 G70 B255
C83 M70 Y0 K0
#4646FF

NEOR DEEP GREEN

R0 G235 B160
C63 M0 Y55 K0
#00EBA0

NEOR GREEN

R0 G255 B174
C58 M0 Y51 K0
#00FFAE

NEOR LIGHT GREEN

R100 G255 B205
C80 M0 Y37 K0
#64FFCD