

BRAND COLORS PALETTE

Level 1

Brand-identifying color



Pantone® 185C
C2-M100-Y76-N0
R225-V5-B50

Level 1 consists solely of the Total red, the brand-identifying color we need to capitalize on.

The Total red must be found in everything we produce, even if only in small touches, so that our target audiences instantly realize that it's a Total document.

Level 2

Supporting colors **(these colors must always be accompanied by Total Red)**



Pantone® 279C
C70-M30-Y0-N0
R75-V150-B209



Pantone® 286C
C100-M80-Y5-N0
R19-V67-B145



Pantone® 138C
C0-M48-Y96-N0
R245-V150-B10

**Not recommended
for digital**



Pantone® Warm Gray 9C
C43-M44-Y47-N31
R126-V111-B102



Pantone® 201C
C26-M96-Y68-N23
R157-V34-B53

Recommended for digital



Pantone® 7728C
C89-M33-Y80-N25
R0-V105-B70

**Reserved for Total
Foundation Forest &
Climate theme**



Pantone® 2424C
C82-M19-Y100-N7
R37-V139-B3

**Reserved for activities
related to renewable
energies or eco-res-
ponsible**