

## Colours

International Balkan University has a colour palette for all corporate marketing & communications. The main colour is 'Amaranth'. This colour is used prominently in expressions of International Balkan University.



### Main Color

HEX: De3258  
HSB: 347, 77, 87  
HSL: 347, 72, 53  
RGB: 222, 50, 88  
CMYK: 0, 77, 60, 13  
LAB: 50, 67, 21  
Pantone P59-8 C  
Name: Amaranth

### Additional main colours

To complement the base colour, there are several types of red you can use. These colours are lighter or darker than Amaranth and can be used in combination with each other. Make sure there is a high contrast between the colours. This way we maintain our solid look.

