

The colour palette

Depending on the area of application, the corporate colours are used in text, symbols, shapes or in parts of a pictorial representation. It is crucial that the colours support the desired message and that the overall layout does not appear too overloaded.

As of: January 2025

The corporate colours

Dark blue, signal orange, grey and white are the corporate colours of LUIS. The corporate colours are used equally in all communication channels.

The LUIS SAFE VISION AI Cyan is to be used in context.



LUIS dark blue
 PANTONE 533
 C=95 M=72 Y=15 K=67
 R=31 G=42 B=68
 HEX #1F2A44
 RAL 5000



LUIS signal orange
 HKS 7 replaces PANTONE 2018
 C=0 M=58 Y=100 K=0
 R=255 G=117 B=0
 HEX #FF7500
 RAL 2003



LUIS SAFE VISION AI cyan
 C=70 M=0 Y=0 K=0
 R=0 G=205 B=255
 HEX #00CDFD

Colour gradients

The use of colour gradients is allowed for the two main colours dark blue and signal orange. These may only be used in the existing variants and may not be changed. The direction of the gradient is not fixed; gradients can be used diagonally and radially.



Dark blue gradient
 C=95 M=72 Y=15 K=67 > C=88 M=76 Y=30 K=84
 R=31 G=42 B=68 > R=0 G=10 B=25
 HEX #1F2A44 > HEX #010A19



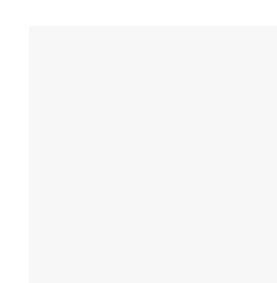
Signal orange gradient
 C=0 M=58 Y=100 K=0 > C=0 M=78 Y=100 K=0
 R=255 G=117 B=0 > R=255 G=81 B=0
 HEX #FF7500 > HEX #FF5101

Applicable neutral grey tones

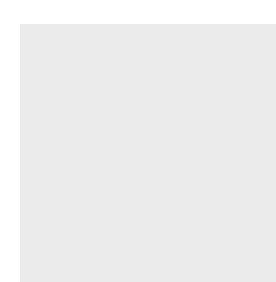
For functional applications, the colour palette can be extended to include grey tones from white to dark grey.



White
 C=0 M=0 Y=0 K=0
 R=255 G=255 B=255
 HEX #ffffff



Grey 01
 C=0 M=0 Y=0 K=5
 R=247 G=247 B=247
 HEX #f7f7f7



Grey 02
 C=0 M=0 Y=0 K=10
 R=235 G=235 B=235
 HEX #ebeb



Grey 03
 C=0 M=0 Y=0 K=15
 R=222 G=222 B=222
 HEX #dedede



Grey 04
 C=0 M=0 Y=0 K=25
 R=196 G=196 B=196
 HEX #c4c4c4



Grey 05
 C=0 M=0 Y=0 K=35
 R=166 G=166 B=166
 HEX #a6a6a6



Grey 06
 C=0 M=0 Y=0 K=45
 R=140 G=140 B=140
 HEX #8c8c8c

Usage

Do you need help with the correct application of our corporate design elements? Then please contact us in writing at presse@luis.de.