SkyPrivate Premium Purple

SkyPrivate 2.0

Primay Purple — Premium Purple

RGB	CMYK	HEX	Pantone
R: 106 G: 90 B: 205	C: 49 M: 56 Y: 0 K: 20	#6A5ACD	2725 C

Charcoal Blue — Desaturated Navy-Black

RGB	CMYK	HEX	Pantone
R: 11 G: 13 B: 19	C: 42 M: 32 Y: 0 K: 93	#0B0D13	433 C

Steel Blue — Azure Blue

RGB	CMYK	HEX	Pantone
R: 37 G: 127 B: 186	C: 80 M: 32 Y: 0 K: 27	#257FBA	7689 C

Ghost Gray — Light Cool gray

RGB	CMYK	HEX	Pantone
R: 242 G: 244 B: 247	C: 2 M: 1 Y: 0 K: 3	#F2F4F7	Cool Gray 1 C

Style	Color Pallete	Brand Emphasis
Modern	Premium Purple	Messaging
Friendly	Cool Gradient	Evolution
Tech-oriented	Charcoal Blue	Identity

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SP Branding Premium Purple Colors

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SP Branding Premium Purple Colors - Logo Mark

SkyPrivate 2.0

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Style
Modern
Friendly
Tech-oriented

Color Pallete
Premium Purple
Cool Gradient
Charcoal Blue

Brand Emphasis
Messaging
Evolution
Identity

SkyPrivate 2.0