

Luthra Energy

Colour Kit

Instructions

To ensure consistency across all brand touchpoints, please refer to this color kit for accurate reproduction of colors. The usage of colors for each subsidiary should align with the specifications outlined in the brand guidelines.

Luthra Red

Pantone 3517C

HEX #BA0020

RGB 186-0-32

CMYK 10 - 100 - 90 - 20



Luthra Blue

Pantone 2955C

HEX #003A69

RGB 0-58-105

CMYK 100 - 45 - 0 - 60



Luthra Energy

Pantone 2018C

HEX

RGB

CMYK

#FF7500

255-117-0

0 - 60 - 100 - 0



Luthra InnoQ

Pantone 2399C

HEX

RGB

CMYK

#00ACA0

0-172-160

90 - 0 - 50 - 0



Pegasus Club

Pantone 125C

HEX

RGB

CMYK

#B58500

181-133-0

0 - 35 - 100 - 30



Luthra Realty

Pantone 4268C

HEX

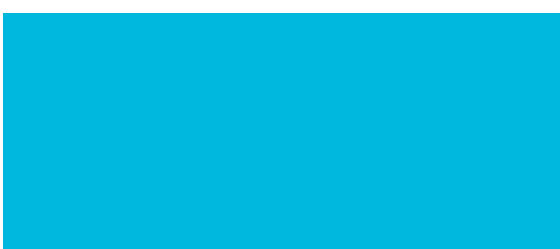
RGB

CMYK

#B4A08E

180-160-142

25 - 30 - 30 - 20



Luthra Water

Pantone 2995C

HEX

RGB

CMYK

#00A9E0

0-169-224

80 - 0 - 10 - 0