



Doosan’s primary color palette originates from its logo - Doosan Blue, Doosan Process Blue, and Doosan Green.

The three primary colors symbolize the Doosan brand essence - “committed to people and their future”. They should be used throughout our communications to represent the Doosan brand.

In addition to the three core colors, white is used as the main accent color.

color specifications

			
For print materials:			
Spot color	PANTONE Blue 072 C	PANTONE Process Blue C	PANTONE Green C
L*ab	20/38/-78	57/-37/-47	58/-77/2
CMYK	100/85/0/4	100/13/1/3	95/0/58/0
For electronic media:			
RGB	0/24/168	0/136/206	0/173/131
HTML	#0018A8	#0088CE	#00AD83
For paint used in facility branding:			
Munsell	5PB2/12	2.5PB5/12	7.5G6/10
NCS	S 4060-R70B	S 1070-B	S 2060-B90G
Benjamin Moore color preview	2066-10	2060-40	2039-30
RAL	5002 Ultramarine Blue	5015 Sku Blue	6024 Traffic Green
For signage (3M):			
- opaque	3M 180C-37 Sapphire Blue	3M 180C-57 Olympic Blue	3M 180C-46 Kelly Green
- translucent	3M 3630-87 Royal Blue	3M 3630-337 Process Blue	3M 3630-116 Bright Jade Green & 3635-70 Diffuser Film White