

Colours



Primary colours

Our core colours are how we express ourselves in the most direct, Versent way possible.

The core palette consists of four swatches:



Primary Colour - 01

Versent Green

HEX
#00D700

RGB
0 215 0

CMYK
71 0 100 0

PMS
802C



Primary Colour - 02

Code Black

HEX
#000000

RGB
0 0 0

CMYK
75 68 67 90

PMS
6C



Primary Colour - 03

Pixel White

HEX
#FFFFFF

RGB
255 255 255

CMYK
0 0 0 0



Primary Colour - 04

Cyber Blue

HEX
#0000FF

RGB
0 0 255

CMYK
88 77 0 0

PMS
2728C



Secondary colours

Our secondary and grey-scale colours play a crucial role in enhancing and reinforcing the impact of our primary colours, ensuring they remain the central focus of our visual identity.



Secondary Colour - 01

Vioelectric

HEX
#B52CF2

RGB
181 44 242

CMYK
51 80 0 0



Secondary Colour - 02

Sonic

HEX
#0014A5

RGB
0 20 165

CMYK
100 96 1 1



Secondary Colour - 03

Glitch

HEX
#C2FF01

RGB
194 255 1

CMYK
29 0 100 0



Grey-scale - 01

Rock

HEX
#333544

RGB
51 53 68

CMYK
78 71 50 47



Grey-scale - 02

Storm

HEX
#75757F

RGB
117 117 127

CMYK
57 49 40 9

Grey-scale - 03

Rock Tint

HEX
#ADAEB4

RGB
173 174 180

CMYK
33 27 23 0

Grey-scale - 04

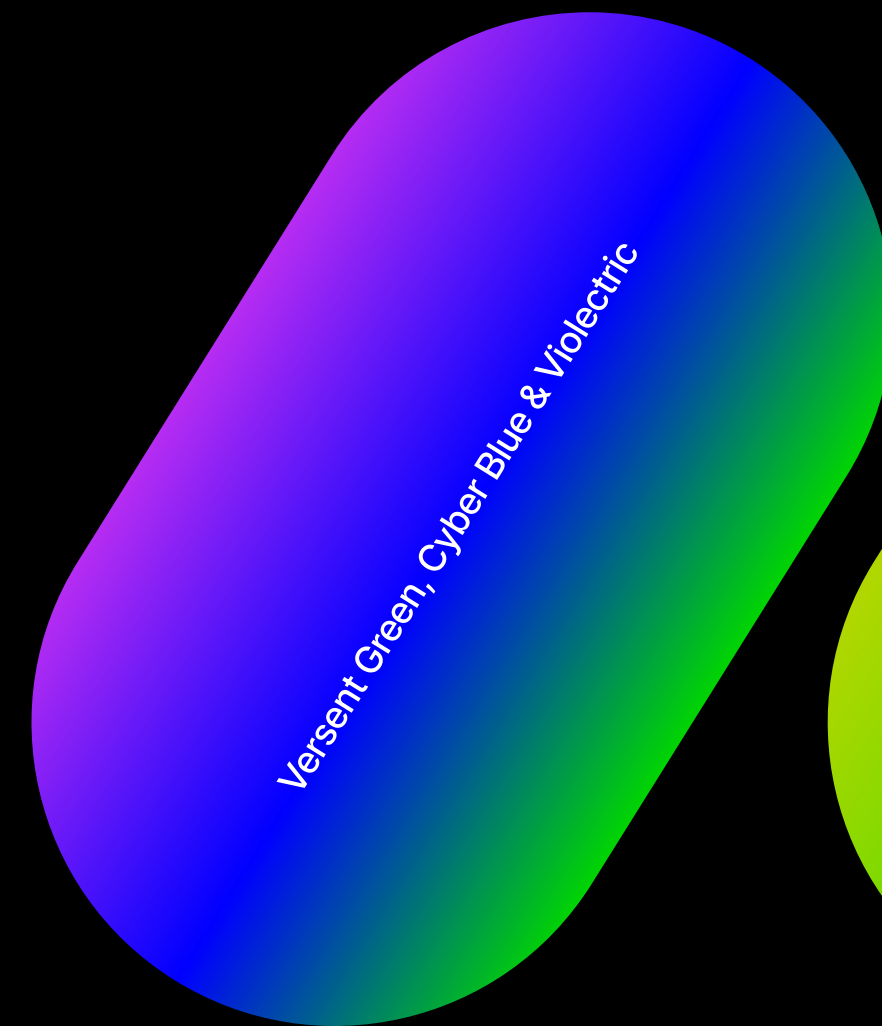
Storm Tint

HEX
#C8C8CC

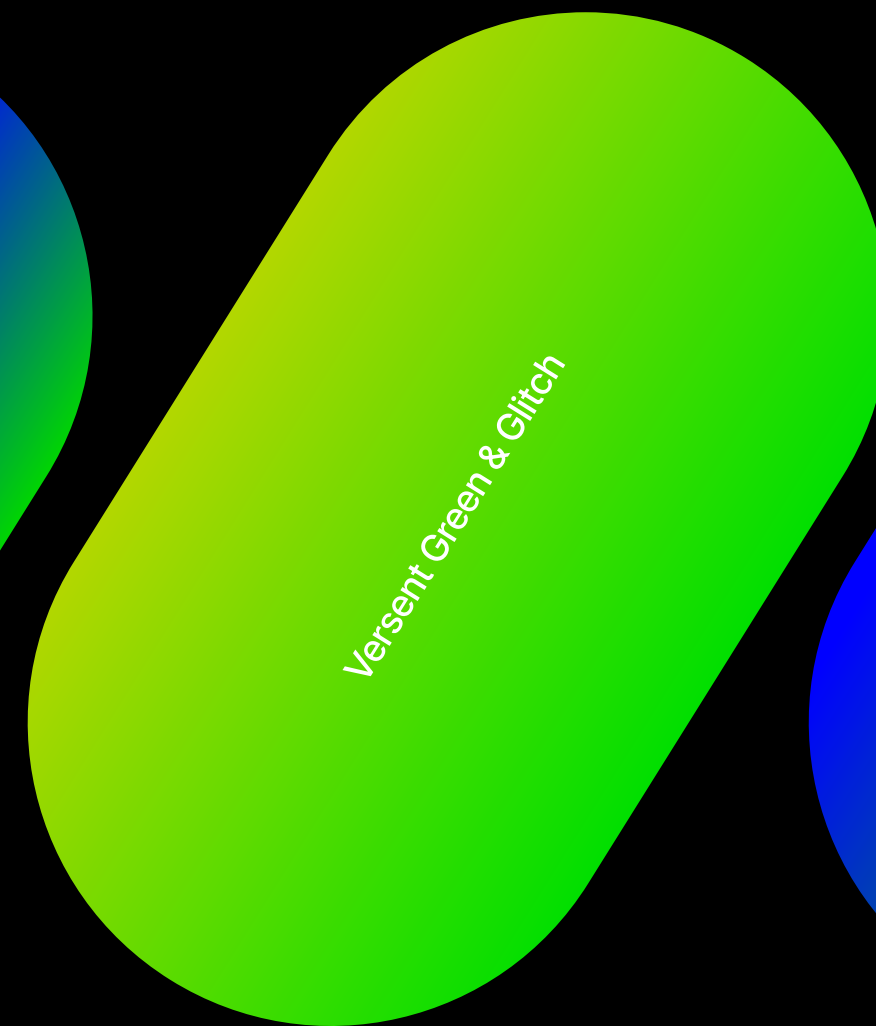
RGB
200 200 204

CMYK
21 17 14 0

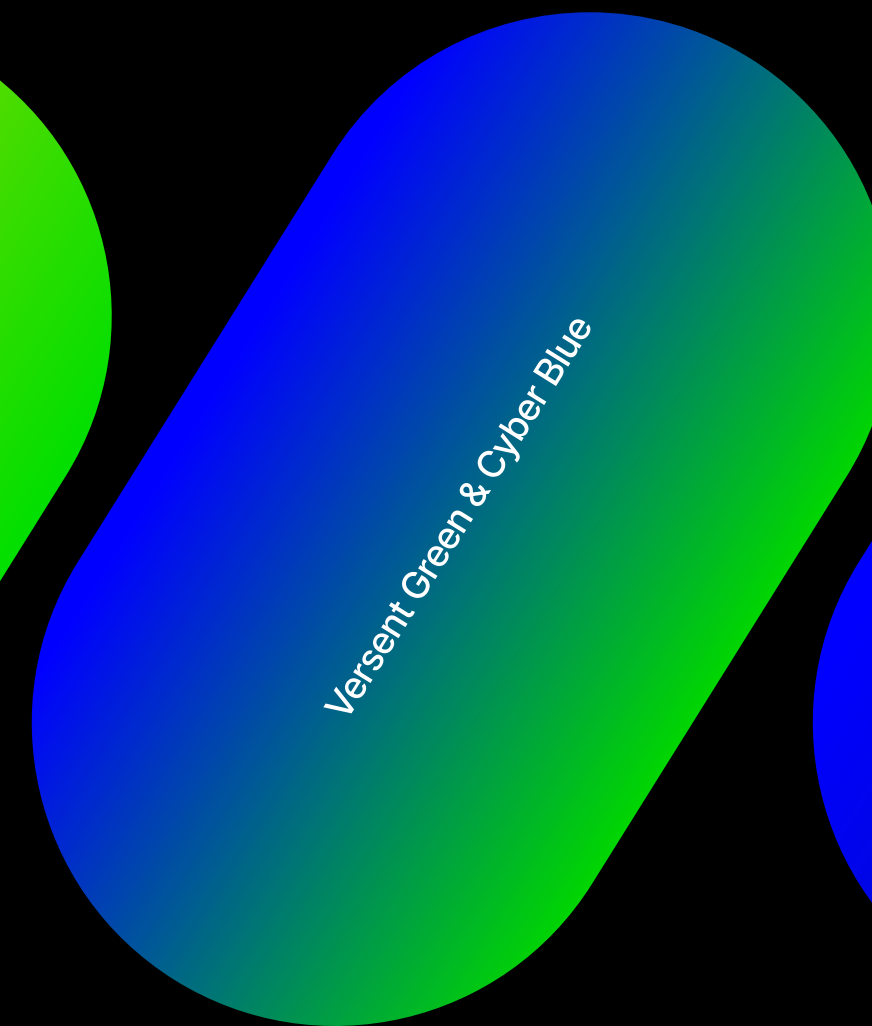




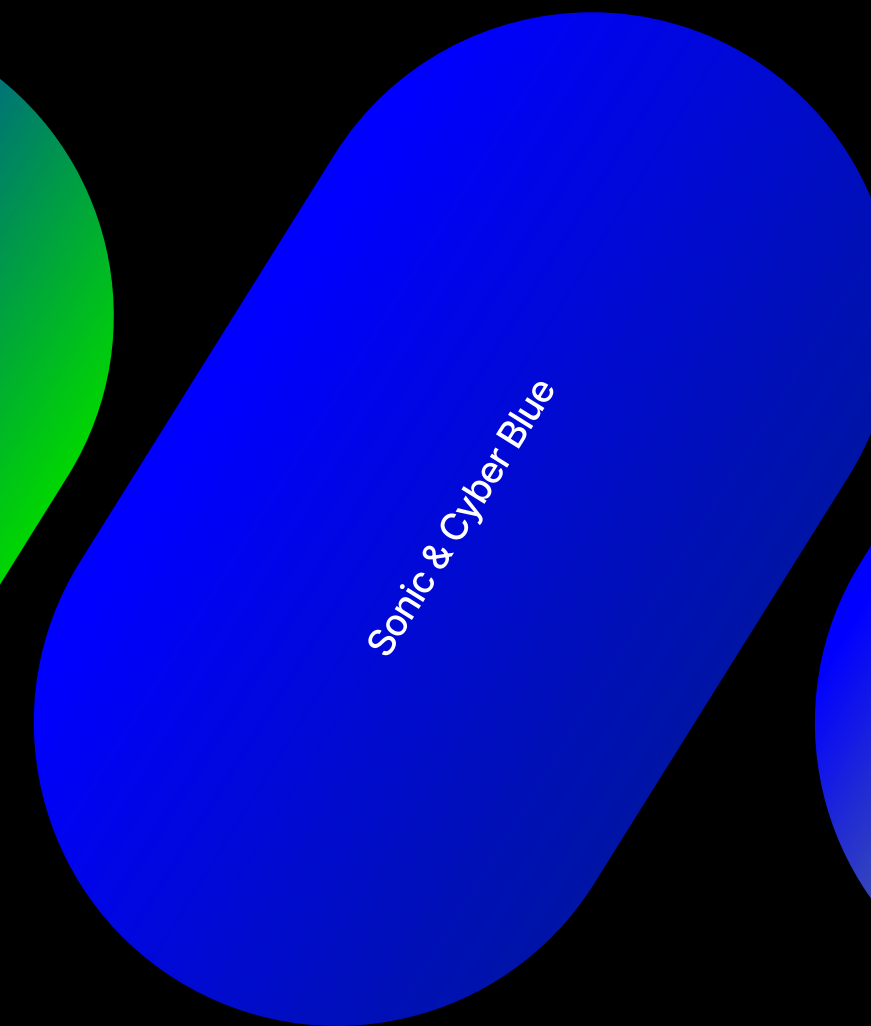
Versent Green, Cyber Blue & Vioelectric



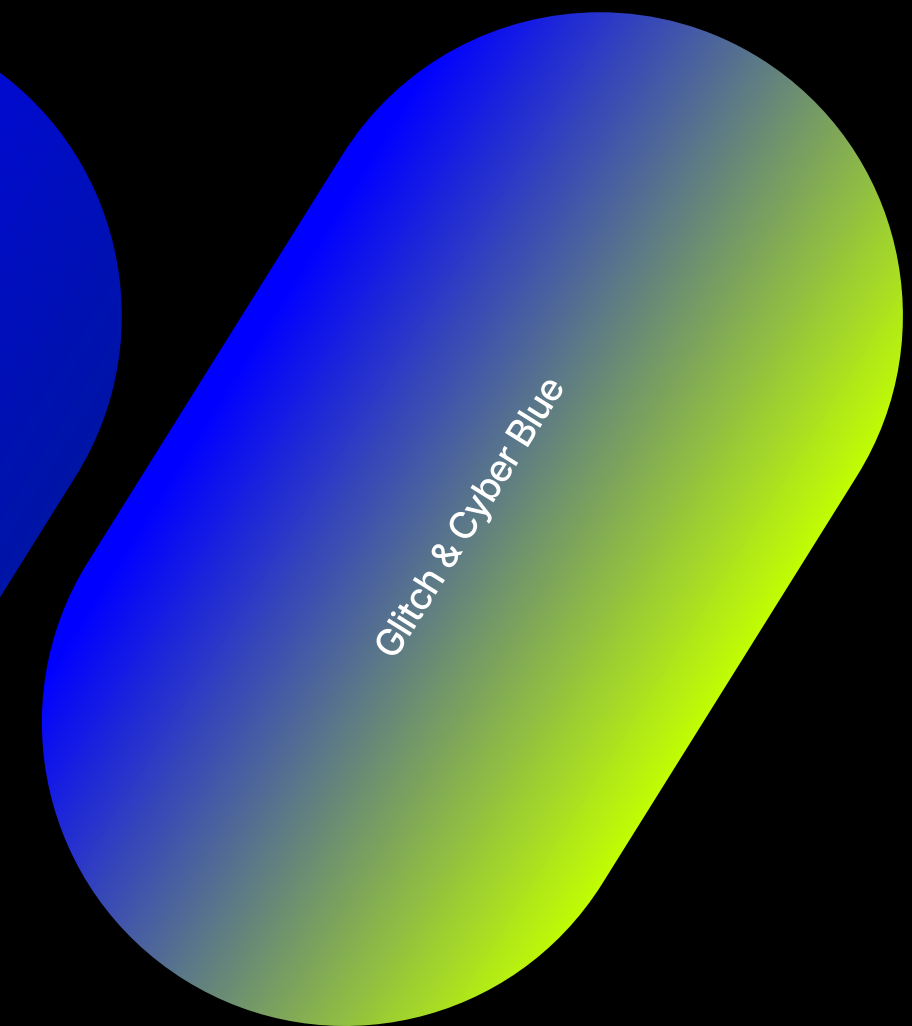
Versent Green & Glitch



Versent Green & Cyber Blue



Sonic & Cyber Blue



Glitch & Cyber Blue



Storm & Code Black



Rock & Code Black



Storm & Rock

Gradients. Our brand palette is blended together to create lush gradients to add mesmerising vibrancy to our brand.

