

DAIMLER TRUCK

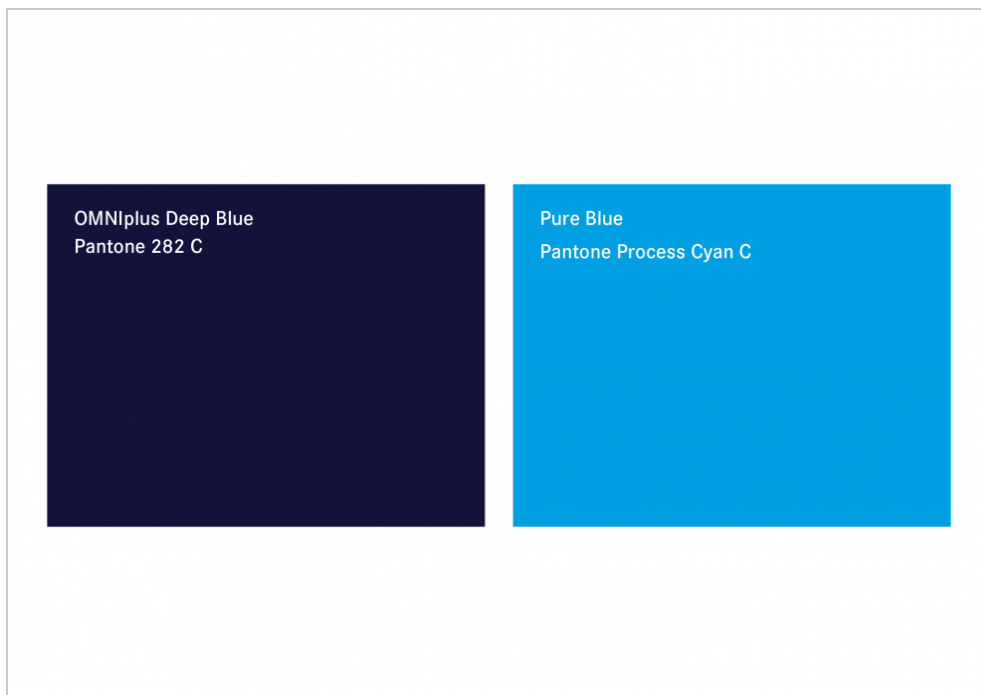
February 20, 2024

Brand Colors



Primary Colors

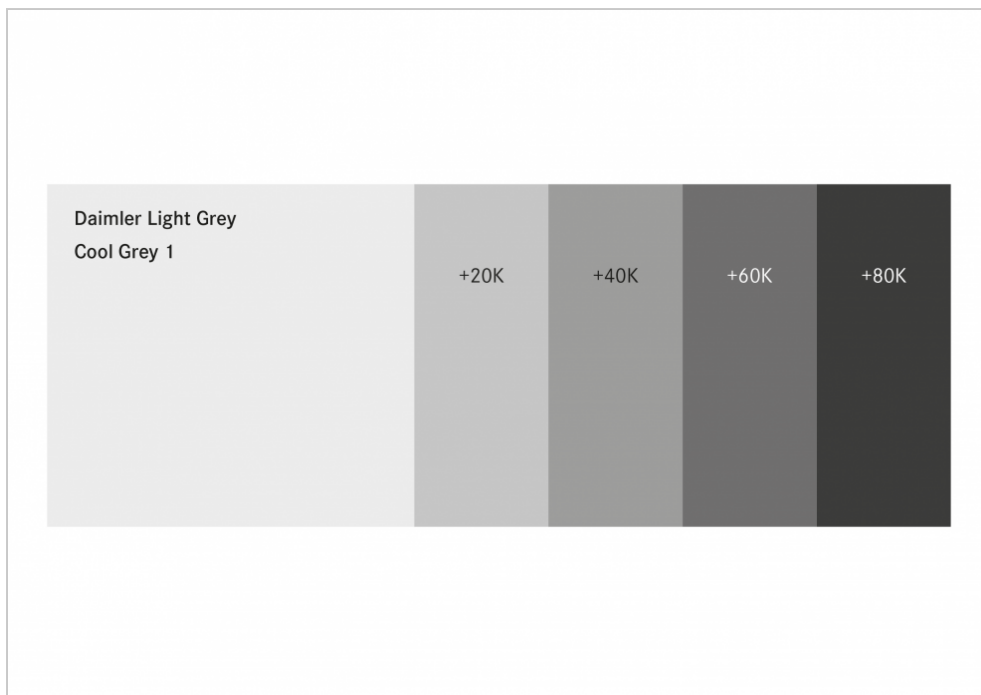
The two colors Deep Blue and Pure Blue, which characterize the visual appearance of the OMNIplus and OMNIplus ON brand marks, are to be used carefully in communication.



Both colors OMNIplus Deep Blue and Pure Blue characterize the brand mark.

Background Color

Only Daimler Light Grey is intended as the background color in 4C printing. The additionally defined color shades as darker gradations are only used to highlight or visually support a content structure, table, etc., in order to set necessary visual accents. Other design colors that do not belong to this color climate are not allowed.

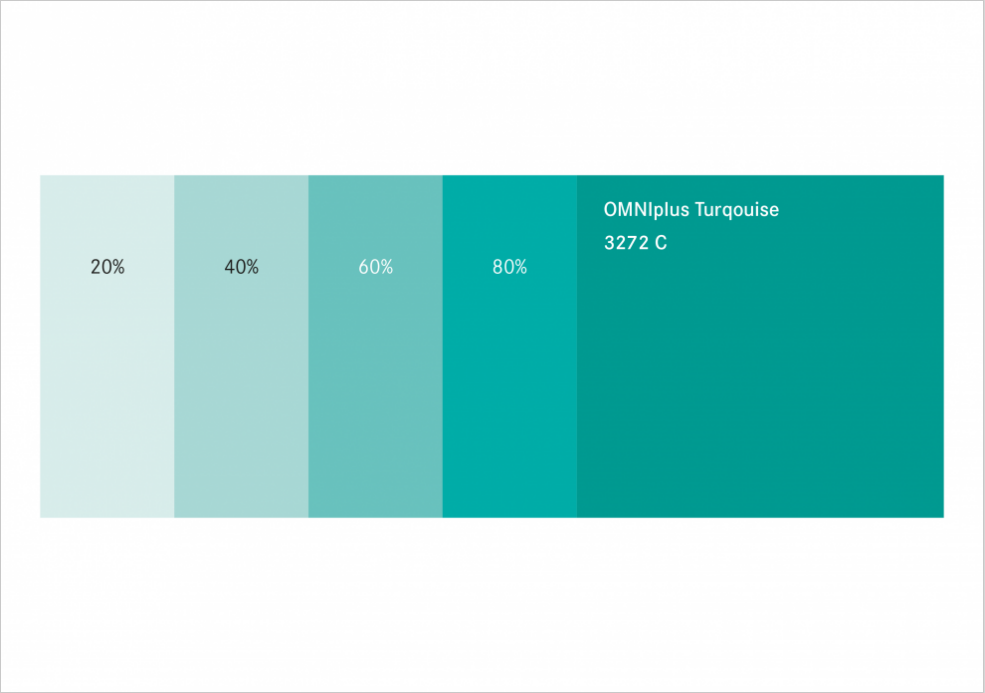


Daimler Light Grey as a solid color and with darker gradations

Additional Colors

Turquoise is a color that is only used in selected areas, for instance to highlight content. It may be made lighter. In line with the color palette of OMNIplus and OMNIplus ON, surfaces shall feature white and Daimler Light Grey and darker gradations only.

Signal Red shall be used in exceptional cases and to highlight mandatory safety notices, prohibitions, etc. only.



OMNIplus Turquoise as a solid color and with lighter gradations

Color Codes

Color	Pantone	CMYK	HEX	RGB	RAL
OMNIplus Deep Blue	282 C	100/90/13/68	#041E42	4/30/66	5011 Stahlblau
Pure Blue	Process Cyan C	100/0/0/0	#00ADEF	0/173/239	240 50 40
Daimler Light Grey	Cool Grey 1	0/0/0/10	#E6E6E6	230/230/230	9002 Grey-white
+20K	-	0/0/0/30	#C8C8C8	200/200/200	-
+40K	-	0/0/0/50	#9E9E9E	158/158/158	-
+60K	-	0/0/0/70	#707070	112/112/112	-
+80K	-	0/0/0/90	#444444	68/68/68	-
OMNIplus Turquoise	3272 C	100/0/51/0	#00A499	0/164/153	-
80%	-	80% 100/0/51/0	#00B5AE	0/181/174	-
60%	-	60% 100/0/51/0	#26C9C1	38/201/193	-
40%	-	40% 100/0/51/0	#86DBD5	134/219/213	-
20%	-	20% 100/0/51/0	#C5EDE9	197/237/233	-

Signal Red

485

0/100/100/20

#FF0000

255/0/0

-
