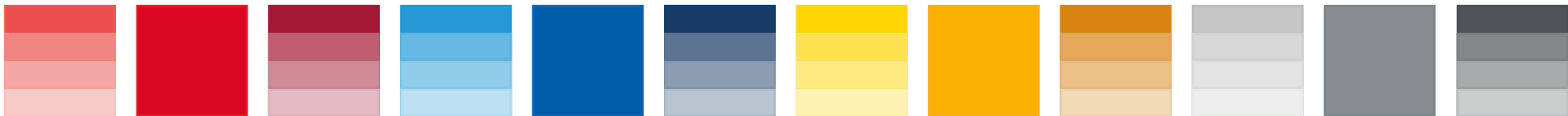


Messe Frankfurt Primary Colours



Print

| Pantone | 2348      | 199        | 1955         | 2171      | 2145       | 2767         | 116        | 130        | 153         | Cool Grey 4 | 430       | 445       |
|---------|-----------|------------|--------------|-----------|------------|--------------|------------|------------|-------------|-------------|-----------|-----------|
| CMYK    |           |            |              |           |            |              |            |            |             |             |           |           |
| 100 %   | 0/80/65/0 | 0/100/90/5 | 25/100/70/20 | 75/25/0/0 | 100/60/0/0 | 100/80/35/20 | 0/15/100/0 | 0/35/100/0 | 15/55/100/0 | 0/0/0/30    | 10/0/0/55 | 10/0/0/80 |
| 70 %    | ✓         | -          | ✓            | ✓         | -          | ✓            | ✓          | -          | ✓           | ✓           | -         | ✓         |
| 50 %    | ✓         | -          | ✓            | ✓         | -          | ✓            | ✓          | -          | ✓           | ✓           | -         | ✓         |
| 30 %    | ✓         | -          | ✓            | ✓         | -          | ✓            | ✓          | -          | ✓           | ✓           | -         | ✓         |

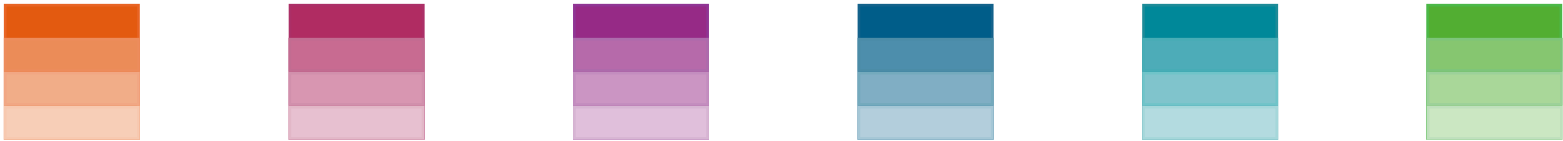
Screen

| RGB   |             |          |             |             |          |             |             |           |             |             |             |             |
|-------|-------------|----------|-------------|-------------|----------|-------------|-------------|-----------|-------------|-------------|-------------|-------------|
| 100 % | 233/80/75   | 219/7/32 | 163/24/52   | 38/153/214  | 0/92/169 | 24/58/100   | 255/213/0   | 249/176/0 | 216/130/16  | 198/198/198 | 135/141/145 | 80/84/86    |
| 70 %  | 240/133/129 | -        | 191/93/113  | 103/184/226 | -        | 93/117/147  | 255/226/77  | -         | 228/168/88  | 215/215/215 | -           | 133/135/137 |
| 50 %  | 244/168/165 | -        | 209/140/154 | 147/204/235 | -        | 140/157/178 | 255/234/128 | -         | 236/193/136 | 227/227/227 | -           | 168/170/171 |
| 30 %  | 248/203/201 | -        | 227/186/194 | 190/224/243 | -        | 186/196/209 | 255/242/179 | -         | 243/218/183 | 238/238/238 | -           | 203/204/204 |
| Hex   |             |          |             |             |          |             |             |           |             |             |             |             |
| 100 % | #E9504B     | #DB0720  | #A31834     | #2699D6     | #005CA9  | #183A64     | #FFD500     | #F9B000   | #D88210     | #C6C6C6     | #878D91     | #505456     |
| 70 %  | #F08581     | -        | #BF5D71     | #67B8E2     | -        | #5D7593     | #FFE24D     | -         | #E4A858     | #D7D7D7     | -           | #858789     |
| 50 %  | #F4A8A5     | -        | #D18C9A     | #93CCEB     | -        | #8C9DB2     | #FFEA80     | -         | #ECC188     | #E3E3E3     | -           | #A8AAAB     |
| 30 %  | #F8CBC9     | -        | #E3BAC2     | #BEE0F3     | -        | #BAC4D1     | #FFF2B3     | -         | #F3DAB7     | #EEEEEE     | -           | #CBCCCC     |

Office

| RGB   |             |          |             |             |          |             |             |           |             |             |             |             |
|-------|-------------|----------|-------------|-------------|----------|-------------|-------------|-----------|-------------|-------------|-------------|-------------|
| 100 % | 233/80/75   | 219/7/32 | 163/24/52   | 38/153/214  | 0/92/169 | 24/58/100   | 255/213/0   | 249/176/0 | 216/130/16  | 198/198/198 | 135/141/145 | 80/84/86    |
| 75 %  | 239/124/120 | -        | 186/82/103  | 92/179/224  | -        | 82/107/139  | 255/224/64  | -         | 226/161/76  | 212/212/212 | -           | 124/127/128 |
| 50 %  | 244/168/165 | -        | 209/140/154 | 147/204/235 | -        | 140/157/178 | 255/234/128 | -         | 236/193/136 | 227/227/227 | -           | 168/170/171 |
| 25 %  | 250/211/210 | -        | 232/197/204 | 201/230/245 | -        | 197/206/216 | 255/245/191 | -         | 245/224/195 | 241/241/241 | -           | 211/212/213 |

Messe Frankfurt Secondary Colours



Print

|         |            |            |           |             |             |            |
|---------|------------|------------|-----------|-------------|-------------|------------|
| Pantone | 166        | 2041       | 512       | 7700        | 2230        | 362        |
| CMYK    |            |            |           |             |             |            |
| 100 %   | 5/75/100/0 | 35/95/40/0 | 50/95/0/0 | 100/60/30/0 | 100/20/40/0 | 70/0/100/0 |
| 70 %    | ✓          | ✓          | ✓         | ✓           | ✓           | ✓          |
| 50 %    | ✓          | ✓          | ✓         | ✓           | ✓           | ✓          |
| 30 %    | ✓          | ✓          | ✓         | ✓           | ✓           | ✓          |

Screen

|       |             |             |             |             |             |             |
|-------|-------------|-------------|-------------|-------------|-------------|-------------|
| RGB   |             |             |             |             |             |             |
| 100 % | 227/90/16   | 176/44/98   | 150/42/134  | 0/93/137    | 0/136/153   | 82/174/50   |
| 70 %  | 235/140/88  | 200/107/145 | 182/106/170 | 77/142/172  | 77/172/184  | 134/198/112 |
| 50 %  | 241/173/136 | 216/150/177 | 203/149/195 | 128/174/196 | 128/196/204 | 169/215/153 |
| 30 %  | 247/206/183 | 231/192/208 | 224/191/219 | 179/206/220 | 179/219/224 | 203/231/194 |
| Hex   |             |             |             |             |             |             |
| 100 % | #E35A10     | #B02C62     | #962A86     | #005D89     | #008899     | #52AE32     |
| 70 %  | #EB8C58     | #C86B91     | #B66AAA     | #4D8EAC     | #4DACB8     | #86C670     |
| 50 %  | #F1AD88     | #D896B1     | #CB95C3     | #80AEC4     | #80C4CC     | #A9D799     |
| 30 %  | #F7CEB7     | #E7C0D0     | #E0BFDB     | #B3CEDC     | #B3DBE0     | #CBE7C2     |

Office

|       |             |             |             |             |             |             |
|-------|-------------|-------------|-------------|-------------|-------------|-------------|
| RGB   |             |             |             |             |             |             |
| 100 % | 227/90/16   | 176/44/98   | 150/42/134  | 0/93/137    | 0/136/153   | 82/174/50   |
| 75 %  | 234/131/76  | 196/97/137  | 176/95/164  | 64/134/167  | 64/166/179  | 125/194/101 |
| 50 %  | 241/173/136 | 216/150/177 | 203/149/195 | 128/196/204 | 128/196/204 | 169/215/153 |
| 25 %  | 248/214/195 | 235/202/216 | 229/202/225 | 191/215/226 | 191/225/230 | 212/235/204 |