

Ricoh brand communication color palettes

Two color palettes are used in Ricoh brand communications.

Primary colors (corporate)



Secondary colors



In addition, there are Product colors for use in catalogs.
Please refer to "Catalog specification" for details.

Primary colors

Primary colors can be used in charts, graphs and for Imagination Balloons.

Ricoh Red
Basic color Pantone: 186C
Proposed values for usage
sRGB: 207/20/43
Adobe RGB: 237/23/31
CMYK: 10/100/70/0
DIC: 2495 Part II, 3rd edition



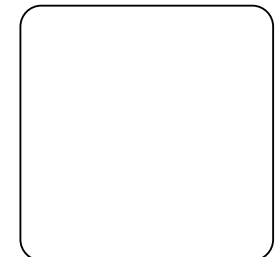
Do not use Pantone 186U.

Prepare with these values, even though they differ from the CMYK conversion values for Pantone 186C.

Gray
Pantone: Cool Gray 10C
sRGB: 113/113/113
CMYK: 0/0/0/70



White
sRGB: 255/255/255
Adobe RGB: 255/255/255
CMYK: 0/0/0/0



Secondary colors

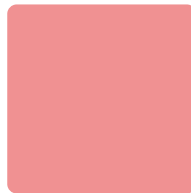
Recommended colors

Secondary colors can be used in charts, graphs and for Imagination Balloons.

The secondary color palette is based on clear tones. The five colors shown here are the recommended colors. When using other colors, select colors with the same tones as shown here.

Clear colors (Recommended colors)

Pantone: 708 U
sRGB: 240/145/146
CMYK: 0/55/30/0



Pantone: 122 U
sRGB: 249/193/75
CMYK: 0/30/75/0



Pantone: 382 U
sRGB: 183/211/66
CMYK: 35/0/85/0



Pantone: 3125 U
sRGB: 69/189/207
CMYK: 65/0/20/0



Pantone: 292 U
sRGB: 113/188/233
CMYK: 55/10/0/0



Secondary colors

Options

There are two sets of Secondary colors
(Options)

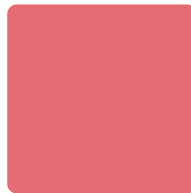
that can be used with soft tones.

- Five muted colors
- Five pastel colors*

When using other colors, select colors with the
same tones as shown here.

Muted colors

Pantone: 702 U
sRGB: 229/108/116
CMYK: 5/70/40/0



Pantone: 729 U
sRGB: 198/170/128
CMYK: 0/20/40/30



Pantone: 7490 U
sRGB: 116/156/105
CMYK: 50/10/60/25



Pantone: 7474 U
sRGB: 51/149/143
CMYK: 70/10/40/20

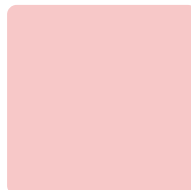


Pantone: 7459 U
sRGB: 75/146/173
CMYK: 60/10/10/30



Pastel colors

sRGB: 248/204/201
CMYK: 0/30/15/0



sRGB: 253/224/170
CMYK: 0/15/40/0



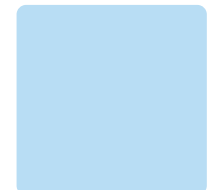
sRGB: 221/233/169
CMYK: 20/0/40/0



sRGB: 181/223/232
CMYK: 30/0/10/0



sRGB: 193/222/245
CMYK: 30/5/0/0



*50% of clear colors. Can not be used for Imagination Balloons.