

BRAND COLORS

Primary Color Palette

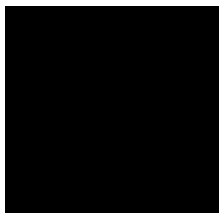
PubMatic Blue

PANTONE 305
RGB 80 201 237
CMYK 54 00 06 00
HEX #4FC8ED



PubMatic Black

PMS Process Black
RGB 00 00 00
CMYK 00 00 00 100
HEX #000000



Secondary Color Palette

PubMatic Yellow

PMS 122
RGB 255 209 64
CMYK 00 08 86 00
HEX #FFD13F



PubMatic Red

PMS 178
RGB 255 91 89
CMYK 00 79 60 00
HEX #FF5B59



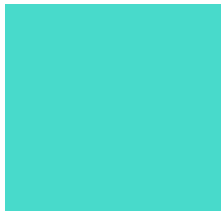
PubMatic Purple

PMS 267
RGB 109 47 158
CMYK 71 94 00 00
HEX #6D2F9E



PubMatic Teal

PMS 333
RGB 72 218 203
CMYK 44 00 20 00
HEX #48DACB



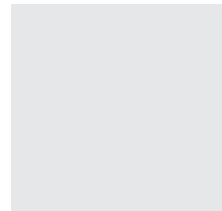
PubMatic Orange

PMS 164
RGB 255 112 69
CMYK 00 66 78 00
HEX #FF7A45



PubMatic Grey

PMS Cool Grey 1 C
RGB 230 231 232
CMYK 00 00 00 10
HEX #E6E7E8



PubMatic Blue Text

PMS 298
RGB 57 186 221
CMYK 63 04 05 00
HEX #39BADD



PubMatic Medium Blue

PMS 7689
RGB 37 129 174
CMYK 82 40 15 00
HEX #2581AE



PubMatic Dark Blue

PMS 302
RGB 0 59 92
CMYK 100 32 0 68
HEX #003B5C

