

05

Brand Colors

Our colors are more than just design choices — they reflect who we are. Clean, modern, and confident. The MicroGenesis palette brings together technology and trust, clarity and energy.



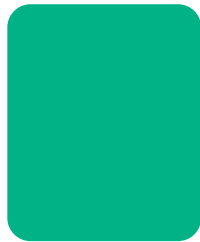
5.1

Color Rationale

The primary colors are Ocean Blue and Turquoise Green (used in the mark), paired with Black for the logotype.



Ocean Blue
signals clarity, depth, and calm. A nod to trust and steady progress.



Turquoise Green
adds a fresh, future-facing edge, reflecting adaptability and innovation.



Black
keeps it grounded. Sharp, bold, and easy to read.

Together, they balance experience with agility and forward thinking. They also signify a brand built on trust and driven by results.

Color Palette

The core color palette includes lighter and darker tones of the primary colors, offering more flexibility in design. A thoughtfully chosen secondary palette works alongside these to help highlight key elements or add emphasis where needed.

For a consistent, recognizable brand experience, only use colors from the approved palette — and apply them as intended.

Primary Colors

Ocean Blue
R 37 G 114 B 141
C 85 M 45 Y 32 K 6
Hex #25728d

Turquoise Green
R 0 G 178 B 134
C 80 M 2 Y 65 K 0
Hex #00b286

Black
R 0 G 0 B 0
C 0 M 0 Y 0 K 100
Hex #000000

Primary Shades

100%
80%
60%
40%
20%

100%
80%
60%
40%
20%

100%
80%
60%
40%
20%

Powered by

Secondary Colors

Orange
R 255 G 90 B 31
C 0 M 80 Y 95 K 0
Hex #ff5a1f

Yellow
R 251 G 174 B 36
C 0 M 36 Y 96 K 0
Hex #fbae24

Blue
R 83 G 123 B 189
C 70 M 48 Y 0 K 0
Hex #537b8d