Woori
Color Guideline

Primary Color

Primary colours are the most important and most commonly used colours in the Woori Bank brand. We use these three as often as possible. Out of these three, Dark Blue is the colour that gives depth, style and dynamism to the brand.

Dark Blue Color

C=100, M=50, Y=0, K=10
R=0, G=103, B=172
#0067AC

Blue Color

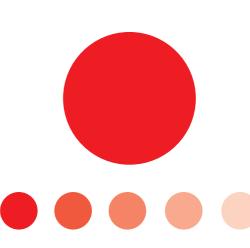C=100, M=35, Y=0, K=10
R=0, G=120, B=185
#0078B9

Ligh Blue Color

C=100, M=0, Y=0, K=0
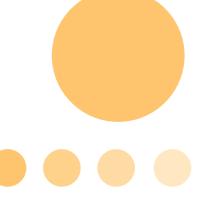R=0, G=174, B=139
#00AEEF

Secondary Color

We Using thes secondary color color palette is a good way to keep our brand looking fresh, If you use only blue color on design so you artwork look not fresh not attractive, so we need to add thes secondary color to make you work look more nicer
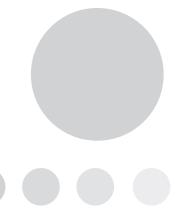
C=70, M=11, Y=44, K=0
R=71, G=172, B=158
#0078b9

C=0, M=25, Y=65, K=0
R=154, G=196, B=144
#fec46f

C=0, M=100, Y=100, K=0
R=237, G=28, B=36
#ed1c24

C=100, M=35, Y=0, K=10
R=0, G=120, B=185
#0078b9