

Cyan stands for sustainability.

reinhardt1010.id – 21 December 2024 • (Updated 21 December 2024)

From

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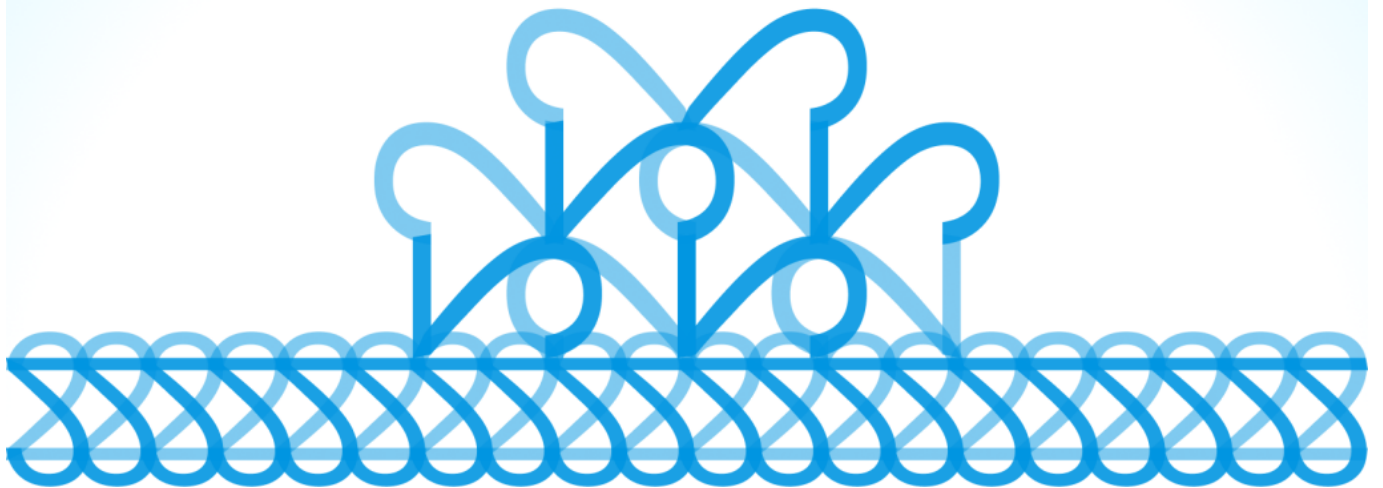
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While others choose to go green, their colored posters are fading away, leaving only cyan.

Though that we officially named the color as "Dilan-Milea Blue 400", the primary color for the Reinhart's (so early) 25th Birthday branding resembles one of the core colors in digital printing: cyan.



Reinhart Previano K.
Jiwa. Nyata. Digital.



It really looks like if the colors were all washed out, as some of you commonly see in printed posters and banners. Time has told that amongst all of the colored Cyan-Yellow-Magenta inks, cyan withstands the longest.

This is sustainability at its simplest. Unlike those mainstream ones pushing the agenda of paperless, plasticless, environmental friendliness, and more, we simply stay bold and silent when those ambitions are fading away. True sustainability comes from the ones who withholds their values, just like how nature holds their values, for years and generations to come.