

3. The colours

The colour palette contains four bright shades and four complementary darker shades together with white which should be considered to be a colour in and of itself and which should have a strong presence throughout the various material.



White

Cyan: 0% R: 255
Magenta: 0% G: 255
Yellow: 0% B: 255
Black: 0%

Web:
#ffffff

Bright shades

Other Colours

Colours other than those provided in the palette must be used parsimoniously and with prudence. The regular use of colours in the palette creates unity between all the products. To avoid breaking this unity, the introduction of any new colours should maintain harmony with the existing palette.

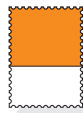


Grey

Cyan: 0% R: 215
Magenta: 0% G: 215
Yellow: 5% B: 210
Black: 20%

Pantone:
Warm Gray 2 U

Web:
#d7d7d2



Orange

Cyan: 0% R: 255
Magenta: 55% G: 135
Yellow: 100% B: 0
Black: 0%

Pantone:
130 U Web:
#ff8700



Green

Cyan: 40% R: 170
Magenta: 0% G: 200
Yellow: 100% B: 10
Black: 0%

Pantone:
389 U Web:
#aac80a



Blue

Cyan: 60% R: 100
Magenta: 10% G: 180
Yellow: 0% B: 230
Black: 0%

Pantone:
2915 U Web:
#64b4e6

Complementary shades



Dark grey

Cyan: 5% R: 170
Magenta: 5% G: 165
Yellow: 20% B: 150
Black: 40%

Pantone:
Warm Gray 5 U Web:
#aaa596



Dark orange

Cyan: 20% R: 190
Magenta: 60% G: 110
Yellow: 100% B: 20
Black: 10%

Pantone:
138 U Web:
#be6e14



Dark green

Cyan: 60% R: 90
Magenta: 10% G: 130
Yellow: 100% B: 40
Black: 30%

Pantone:
377 U Web:
#5a8228



Dark blue

Cyan: 100% R: 0
Magenta: 20% G: 100
Yellow: 0% B: 145
Black: 40%

Pantone:
307 U Web:
#006491