

Color Palette

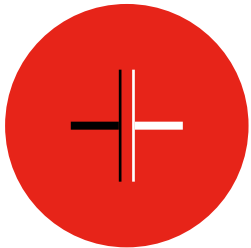
Core Palette

The core brand colors are red PMS 485, Black and a range of neutral tones.

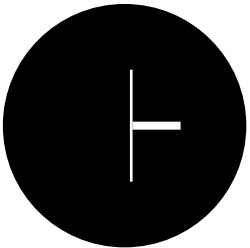
Secondary Palette

All the colors in this palette are slightly desaturated, giving them a soft look without being muddy or dull. The colors have all been selected to work with the core brand palette Red. Yellow has been avoided as it is not suitable as a heading color (hard to read on white).

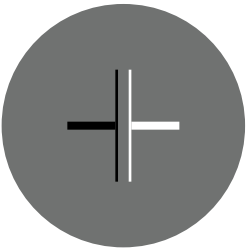
Core



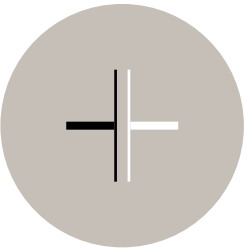
Pantone:	PMS 485C
	PMS 485U
CMYK:	C:5 M:98 Y:100 K:0
RGB:	R:226 G:35 B:26
Web Hex:	#E2231A



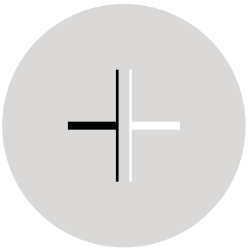
Pantone:	PMS Black C
	PMS Black U
CMYK:	C:20 M:0 Y:0 K:100
RGB:	R:0 G:0 B:0
Web Hex:	#000000



Pantone:	PMS 424
	PMS 424
CMYK:	C:57 M:47 Y:48 K:14
RGB:	R:111 G:113 B:112
Web Hex:	#6F7170

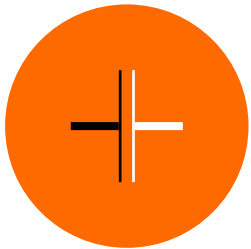


Pantone:	PMS 400C
	PMS 400U
CMYK:	C:23 M:20 Y:25 K:0
RGB:	R:196 G:190 B:182
Web Hex:	#C4BEB6

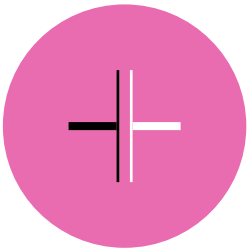


Pantone:	PMS Cool grey 1C
	PMS Cool grey 1U
CMYK:	C:13 M:10 Y:12 K:0
RGB:	R:217 G:216 B:214
Web Hex:	#D9D8D6

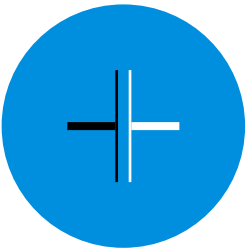
Secondary*



Pantone:	PMS 1505C
	PMS 1505U
CMYK:	C:0 M:72 Y:100 K:0
RGB:	R:255 G:106 B:0
Web Hex:	#FF6A00



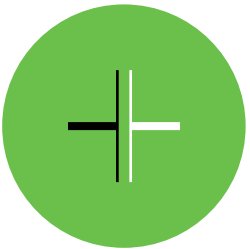
Pantone:	PMS 218C
	PMS 218U
CMYK:	C:4 M:72 Y:0 K:0
RGB:	R:233 G:107 B:175
Web Hex:	#E96BAF



Pantone:	PMS 279C
	PMS 279U
CMYK:	C:71 M:37 Y:0 K:0
RGB:	R:62 G:141 B:221
Web Hex:	#3E8DDD



Pantone:	PMS 637C
	PMS 637U
CMYK:	C:61 M:2 Y:7 K:0
RGB:	R:74 G:192 B:224
Web Hex:	#4AC0E0



Pantone:	PMS 360C
	PMS 360U
CMYK:	C:61 M:0 Y:95 K:0
RGB:	R:106 G:191 B:74
Web Hex:	#6ABF4A

* Secondary palette able to evolve as color trends change.