

THE NEW SUPPORTING PALETTE

These swatches show our new supporting colour palette.

Our supporting colours should be combined and contrasted rather than used all together.

They provide a spectrum of options to be used in various ways in combination with our principal brand colours of black and white.



YELLOW

PANTONE™: **7404 U**
CMYK: **0 10 100 5**
RGB: **245 210 0**
HEX: **f5d200**



ORANGE

PANTONE™: **144 U**
CMYK: **0 60 100 0**
RGB: **240 125 0**
HEX: **f07d00**



RED

PANTONE™: **200 U**
CMYK: **10 100 60 0**
RGB: **218 29 82**
HEX: **da1d52**



RED-VIOLET

PANTONE™: **228 U**
CMYK: **10 100 0 35**
RGB: **154 0 100**
HEX: **9a0064**



BERRY

PANTONE™: **2607 U**
CMYK: **60 100 0 0**
RGB: **129 41 144**
HEX: **812990**



BLUE

PANTONE™: **315 U**
CMYK: **100 0 10 45**
RGB: **0 114 143**
HEX: **00728f**



AQUA

PANTONE™: **329 U**
CMYK: **100 0 40 20**
RGB: **0 145 145**
HEX: **009191**



GREEN

PANTONE™: **357 U**
CMYK: **80 0 100 40**
RGB: **0 121 50**
HEX: **007932**



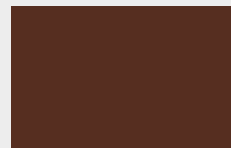
OLIVE

PANTONE™: **378 U**
CMYK: **40 20 100 30**
RGB: **123 132 39**
HEX: **7b8427**



MEDIUM-GREEN

PANTONE™: **376 U**
CMYK: **50 0 100 0**
RGB: **140 198 63**
HEX: **8cc63f**



DARK-BROWN

PANTONE™: **440 U**
CMYK: **70 90 100 30**
RGB: **85 47 37**
HEX: **552f25**



BROWN

PANTONE™: **1545 U**
CMYK: **20 50 100 30**
RGB: **154 104 28**
HEX: **9a681c**



BASE

PANTONE™: **5855 U**
CMYK: **25 20 50 0**
RGB: **196 188 142**
HEX: **c4bc8e**