

VISUAL IDENTITY – Colour palette

Primary Colour Palette

The primary palette consists of two colours: red and charcoal gray.

Secondary Colour Palette (Marketing)

For applications that benefit from using multiple colours, the secondary palette introduces bright, complimentary tones along with an anchoring range of grays.

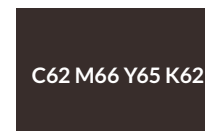
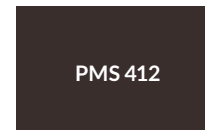
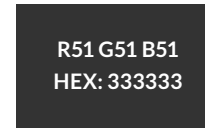
Gradients of all colours within the palettes may be used.

The primary colour(s) must remain prominent.

Please Note: colours reproduce differently depending on methods of printing and display. We use two sets of corporate colours for professional design and printing, depending on whether printing is done with specially mixed Pantone inks or traditional CMYK (including Laser). A third RGB colour set exists for digital applications and in-house usage (such as Microsoft® Word and Microsoft® PowerPoint). Logo files exist for all of these applications; please take care to ensure that the appropriate files are used in order to promote consistency of perceptual colour between various media.

Be advised that despite every effort to ensure colour consistency, variations in printing techniques, the type of paper or other printable surfaces, and/or display methods will result in slight, unavoidable variations in colour.

PRIMARY PALETTE



SECONDARY PALETTE

