## 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 ${ }^{\circledR}$ Word and Microsoft ${ }^{\circledR}$ 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.

| $\begin{aligned} & \text { R255 G0 B0 } \\ & \text { HEX: ff0000 } \end{aligned}$ | $\begin{aligned} & \text { R51 G51 B51 } \\ & \text { HEX: } 333333 \end{aligned}$ | $\begin{gathered} \text { R178 G18 B18 } \\ \text { HEX: b21212 } \\ \text { C21 M100 Y100 k13 } \end{gathered}$ | $\begin{gathered} \text { R64 G64 B57 } \\ \text { HEX: } 404039 \\ \text { C65 M58 Y65 K50 } \end{gathered}$ |
| :---: | :---: | :---: | :---: |
| PMS 185 | PMS 412 | $\begin{aligned} & \text { R255 G76 B76 } \\ & \text { HEX: ff4c4c } \\ & \text { C0 M85 Y67 K0 } \end{aligned}$ | $\begin{aligned} & \text { R204 G204 B204 } \\ & \text { HEX: cccccc } \\ & \text { C19 M15 Y16 K0 } \end{aligned}$ |
| C0 M100 Y92 K0 | C62 M66 Y65 K62 | $\begin{gathered} \text { R255 G251 B114 } \\ \text { HEX: fffb72 } \\ \text { C4 M0 Y66 K0 } \end{gathered}$ | $\begin{aligned} & \text { R128 G115 B115 } \\ & \text { HEX: } 807373 \\ & \text { C50 M50 Y47 K12 } \end{aligned}$ |
|  |  | R20 G133 B204 <br> HEX: 1485cc C80 M39 Y0 K0 | $\begin{aligned} & \text { R115 G123 B128 } \\ & \text { HEX: 737B80 } \\ & \text { C58 M44 Y42 K9 } \end{aligned}$ |
|  |  | $\begin{aligned} & \text { R88 G160 B211 } \\ & \text { HEX: 58a0d3 } \\ & \text { C63 M25 Y0 K0 } \end{aligned}$ |  |

