



## Corporate Colours

Colour is one of the most useful and powerful design tools available and people respond to different colours in different ways. One of our primary colours – green – has been carefully chosen to reflect our organisation and all its communications.

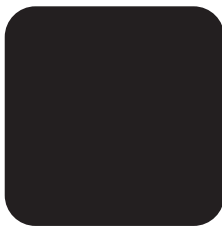
Green stands as a symbol of life, growth and harmony. It brings us comfort, relaxation and

wellness. In darker, warmer tones – green sets people at ease and creates a relaxing atmosphere. It is also said to extend the person's concentration time-span and facilitate greater retention of information. It has a calming effect on the nervous system, creates a feeling of relaxation, and can be used as an anti-stress prescription. Green creates a reassuring ambience, a feeling of comfort and a link with nature.



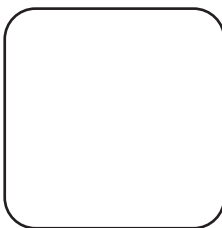
**Pantone 383 C**  
**Pantone 397 U**

**30% Cyan, 0% Magenta, 100% Yellow, 10% Black**  
**152R 170G 24B**



**Pantone Process Black C**  
**Pantone Process Black U**

**0% Cyan, 0% Magenta, 0% Yellow, 100% Black**  
**0R 0G 0B**



**White**

**0% Cyan, 0% Magenta, 0% Yellow, 0% Black**  
**255R 255G 255B**

## Primary Colour Palette

Our primary colour is Pantone 383 C, which is the exact green that must always be used for the primary colour application of our logo. Shades or tints of Pantone 383 C can be used within any type of designs. These shades are essentially gradients of Pantone 383 C and are created by using a percentage of the original colour.

There are three methods of achieving our Primary colour. These are the Pantone colour itself, the CMYK (cyan, magenta, yellow and black) breakdown and RGB. Depending on the type of document you are creating or the printing method

you will use to produce it, each of these is preferred for different applications:

- Pantones or spot colours are best suited to the printing of a single or two-colour job such as corporate stationery (see 'Important Information' for coated and uncoated guidelines).
- CMYK is the preferred colour method for the printing of full colour products like brochures.
- The RGB colour is preferred if you are creating an electronic document on a PC, such as a PowerPoint presentation or a Word file. RGB colours are also often used for internet design.

### Important Information

The 'C' behind the pantone number means 'Coated', which represents the stock you are printing on. So things like brochures, folders or business cards – Pantone 383 C must be used.

The 'U' behind the pantone number means 'Uncoated', which represents the stock you are printing on. So things like letterheads, compliment slips or envelopes – Pantone 397 U must be used.