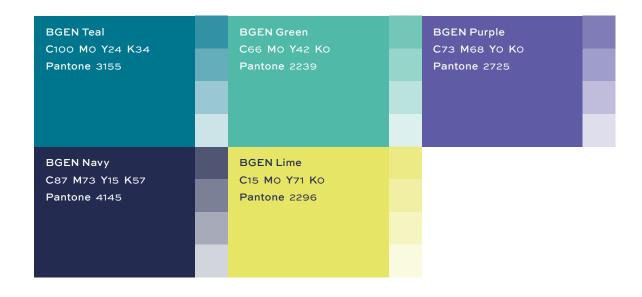# Print Colour Palette

When creating printed collateral, please use the colour bridged swatches opposite for CMYK and Pantone in order to ensure brand consistency. Our print palette doesn't have the colour gamet range, as mentioned with our online RGB colours, and therefore can appear muted in comparison.

For this reason, the over use of our primary colours may become a little overwhelming. Our complimentary palette and tints lend us a sense of modernity and refinement. They will also help create a calming environment in places that we carry a lot of information e.g. brochures and areas with long form copy.

Primary Palette

BGEN Teal	BGEN Green	BGEN Purple
C100 M0 Y24 K34	C66 M0 Y42 K0	C73 M68 Y0 K0
Pantone 3155	Pantone 2239	Pantone 2725

BGEN Navy	BGEN Lime	
C87 M73 Y15 K57	C15 M0 Y71 K0	
Pantone 4145	Pantone 2296	

Complimentary Palette

BGEN Brown	BGEN Sand	BGEN Orange
C13 M18 Y26 K0	C7 M3 Y17 K0	C0 M73 Y85 K0
Pantone 4247	Pantone 9064	Pantone 2026

BGEN Blue	BGEN Sky Blue	BGEN Yellow
C58 M8 Y0 K0	C25 M0 Y0 K0	C0 M25 Y94 K0
Pantone 2915 CP	Pantone 290	Pantone 1235