

# LATER LIVING



by **LOVELL**

## COLOUR PALETTE

ISSUED JULY 2021

# Colour Palette - Primary Colours

LL plum is Later Living by Lovell's main corporate colour. It keeps the identity strong and instantly recognisable.

Percentages, tints or gradients of the plum are not permitted, as this will detract and weaken the brand. Although the corporate plum may not be tinted, you may use small percentages of it over photographs. To achieve this, the corporate plum must be produced as a 'multiply' layer over your image. This can be used to enhance designs over both digital and print material. To increase the flexibility and diversity of the Later Living by Lovell brand an alternative primary colour has been created, which can be used to enhance designs and should under no circumstances detract from the main corporate plum. LL pewter can be used across a wide range of promotional material and online work.

LL pewter is created from a tint Lovell's corporate secondary colour LL pewter.

Pantone 229C  
C47 M93 Y35 K44  
R104 G32 B69  
Web C4 12 30

**LL plum**



Pantone 429C / 40% Pantone 546C  
C42 M25 Y29 K5  
R157 G169 B172  
Web 9D A9 AC

**LL pewter**

