

BRAND COLOURS

The color palette will cover the majority of our brands.

It's intentionally small in variety so as to not dilute the brand visual, which adds confusion.



01.
DARK TEAL

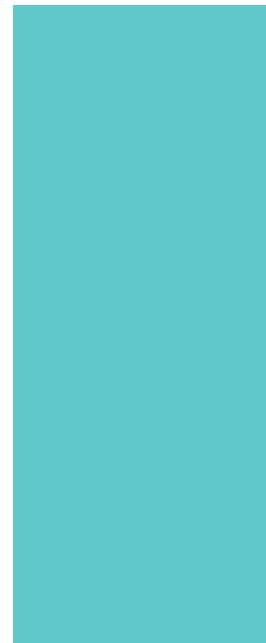
RGB: 17 75 95
Hex: #114b5f
CMYK: 93 62 45 29
Pantone: 7477 C

Wall paint: John-
sons (Trade Paint)
Blue Bayberry
Colour code
PPG1149-7



02.
SALMON

RGB: 247 108 108
Hex: #f76c6c
CMYK: 0 73 49 0
Pantone: 805 C



03.
LIGHT TEAL

RGB: 95 199 199
Hex: #5fc7c7
CMYK: 58 0 25 0
Pantone: 7702 C



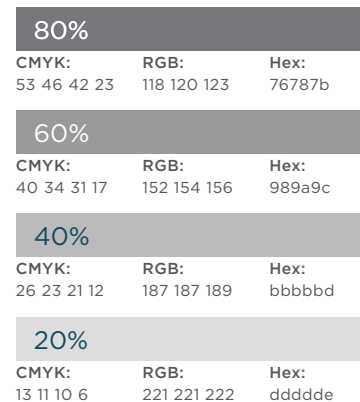
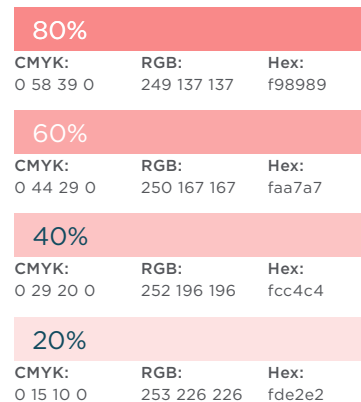
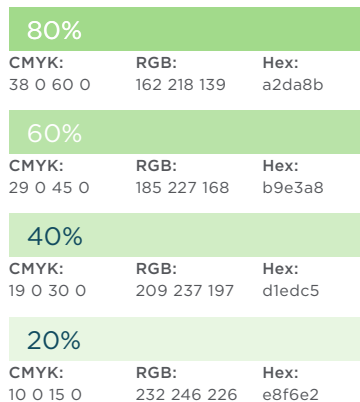
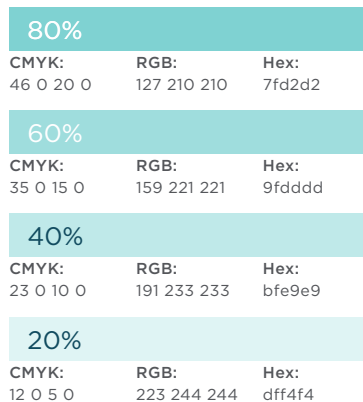
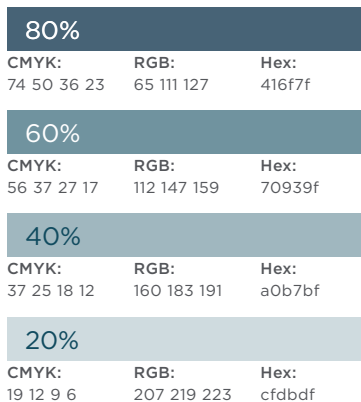
04.
MINTGREEN

RGB: 139 209 110
Hex: #8bd16e
CMYK: 48 0 75 0
Pantone: 7487 C

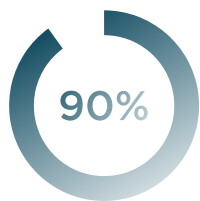


04.
GREY

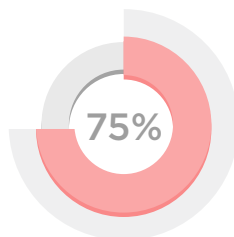
RGB: 84 86 90
Hex: #54565a
CMYK: 66 57 52 29
Pantone: 425 C



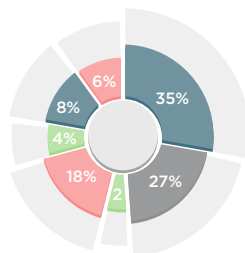
Examples



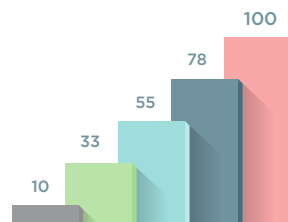
Use of one colour's tints in gradient



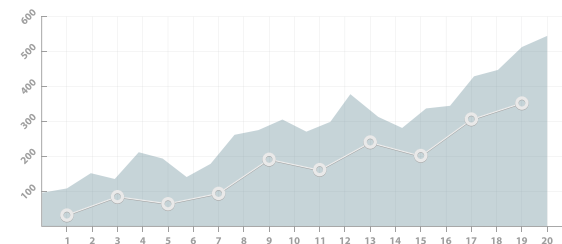
Use of two tints



Use of four tints



Use of five tints



Use of two colour's tints