

## Colour palette

### Print

Our colour palette is an important part of our visual identity.

The range of colours allows us to effectively adjust the tone of communications for different audiences and subjects, whilst the clear hierarchy ensures we always retain a coherent ‘brand voice’.

Our colour palette is split into three groups; Core, Secondary, and Tertiary.

**Please note, the tertiary colour palette is only to be used when charts and infographics require an extended palette.**

- Colour specifications are given for:
- CMYK for full colour print
  - Pantone references for specialist printing
  - RGB and Hex references for screen and online applications.

**Printed colours will vary slightly from their on-screen equivalents and may also be affected by the material they are printed onto.**

### Core

<b>Reconomy Ink</b> CMYK 98,64,37,28 Pantone 303C RAL 5020	<b>Reconomy Leaf</b> CMYK 73,0,85,0 Pantone 361C RAL 6038	<b>Reconomy Cobalt</b> CMYK 80,55,0,0 Pantone 660C	<b>Reconomy Mint</b> CMYK 55,0,65,0 Pantone 359C	<b>Body copy black</b> CMYK 0,0,0,90 Pantone 7547C	<b>White</b> CMYK 0,0,0,0 Pantone N/A
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### Secondary

<b>Reconomy Navy</b> CMYK 96,66,12,0 Pantone 287C	<b>Reconomy Ocean</b> CMYK 86,39,33,16 Pantone 7469C	<b>Reconomy Forest</b> CMYK 86,28,64,15 Pantone 336C	<b>Reconomy Yellow</b> CMYK 20,0,90,0 Pantone 396C	<b>Reconomy Stone</b> CMYK 18,10,25,0 Pantone 7527C	<b>Reconomy Cloud</b> CMYK 20,8,11,0 Pantone 538C
<b>Reconomy Sky</b> CMYK 63,0,10,0 Pantone 2915C	<b>Reconomy Teal</b> CMYK 70,0,43,0 Pantone 7473C	<b>Reconomy Lime</b> CMYK 48,0,100,0 Pantone 382C			

### Tertiary

<b>Reconomy Indigo</b> CMYK 90,100,12,3 Pantone 275C	<b>Reconomy Cherry</b> CMYK 45,97,31,32 Pantone 229C	<b>Reconomy Red</b> CMYK 0,90,65,0 Pantone 186C	<b>Reconomy Mauve</b> CMYK 56,57,0,0 Pantone 2715C	<b>Reconomy Rose</b> CMYK 10,80,0,0 Pantone 2385C	<b>Reconomy Orange</b> CMYK 2,47,98,0 Pantone 7411C
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