

DESIGN
Original.

simple guide to colour

To be used in conjunction with your
company brand guidelines

colour

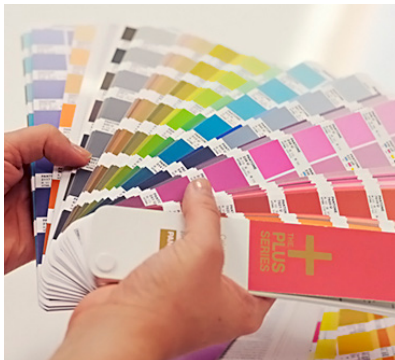
Where is
the design
appearing?

Your simple guide to colour reproduction processes

Here we describe the differences between each colour system, explain which colour system should be used and clarify which reproduction process best suits your chosen application. This will ensure the consistent representation of your brand. This is not intended as a complete guide to colour theory or colour reproduction, but does provide the basic information required by most marketing professionals.

THE PANTONE COLOUR SYSTEM

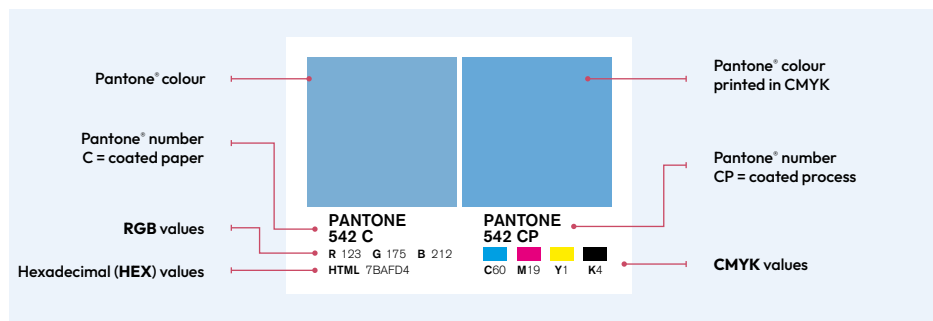
The first point of reference for your brand colours



Pantone® is the colour system universally used by designers, printers and marketing teams to ensure that everyone works to the exact same colour.

Once a Pantone® colour is chosen all other production references can be specified.

Pantone® provide swatch books, like the example shown, which are used to specify the colour references for different ways of reproducing single colours i.e. CMYK for printing, RGB for screen and hexadecimal for HTML coding.

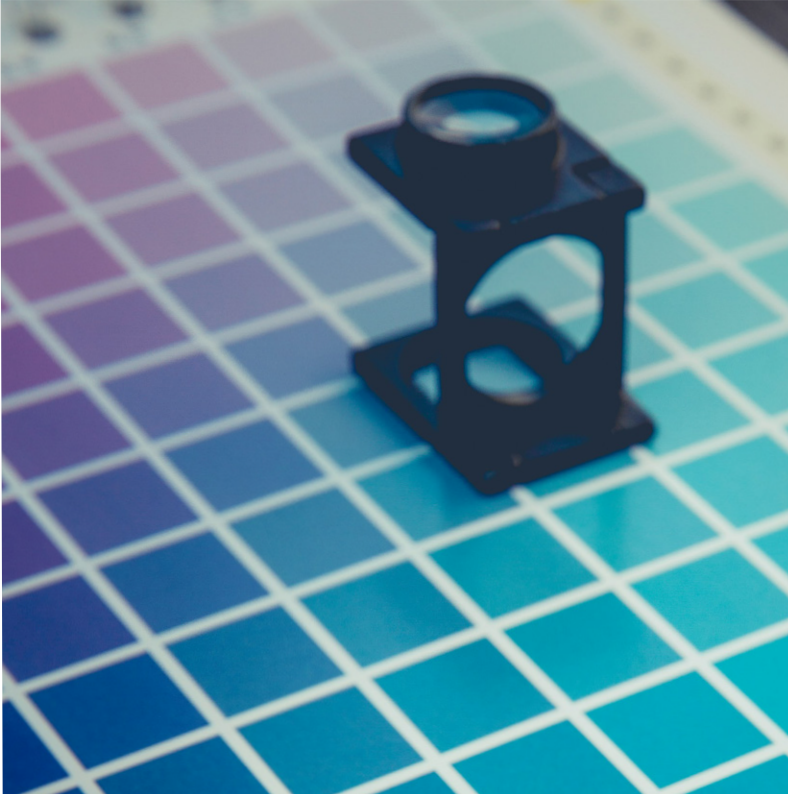


CMYK

For printed material

CMYK printing - sometimes referred to as a four colour process - is the standard process used in the print industry. The letters relate to the colours used - Cyan (blue), Magenta (pink), Yellow and Key (black). Various percentages of the four colours are overlaid to reproduce your chosen Pantone® colour.

The CMYK values should be noted in your brand guidelines, if not, your design/print team will be able to specify them from your Pantone® colour reference.



Use CMYK references for

- Printed collateral
- Stationery
- Exhibition and display graphics
- Promotional material

Recommended file types

.AI or **EPS** vector for logos/illustrations

.JPG for images



On-screen

RGB is the process by which colours are rendered on-screen by using combinations of **R**ed, **G**reen and **B**lue pixels, for this reason it is used for all digital applications.

Hexadecimal codes (also known as HEX) are commonly used when specifying RGB values in HTML code for websites and digital mail.

The RGB and Hex values should be noted in your brand guidelines. If not, your design/web team will be able to specify them from your Pantone® colour reference.

Use RGB references for

- Web and UI design
- Social media
- Video and animation
- PowerPoint presentations

Recommended file types

.SVG vector for logos/
illustrations

.JPG or **.PNG** for images

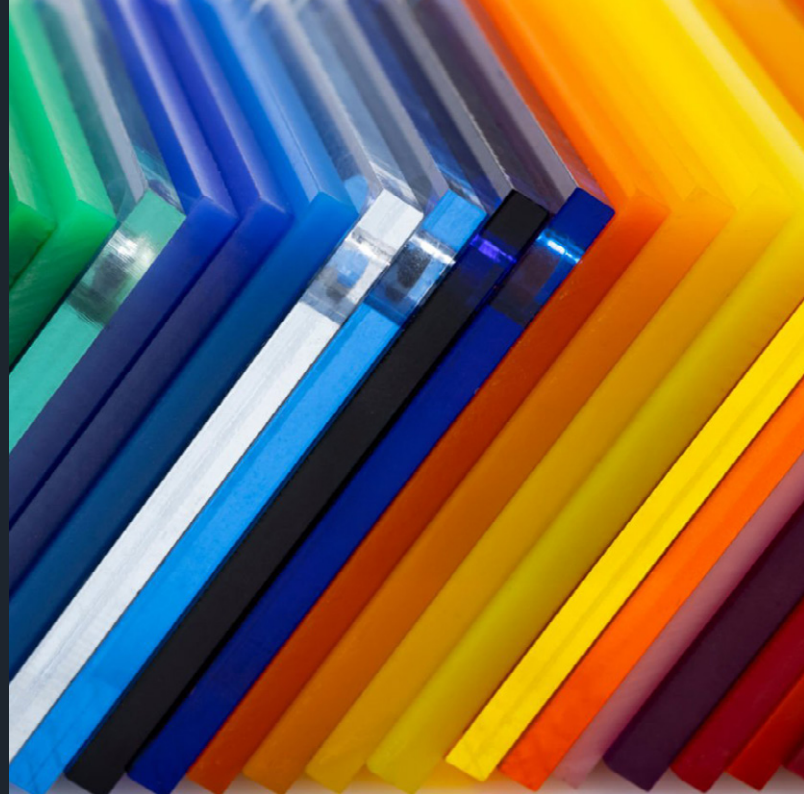
VINYL

For graphics and signage

Self adhesive vinyl (SAV) is commonly used for applying graphics to internal and external surfaces. Vinyl brands such as Avery and MaCal supply vinyl in many colours and finishes.

Some Pantone® colours do not have an accurate vinyl match, in these cases vinyl can be printed in CMYK to achieve a closer colour match.

Vinyl references may be noted in your brand guidelines. If not, your design team or graphic supplier will be able to specify them from your Pantone® colour reference.



Use vinyl references for

- Exhibition and display graphics
- Signage
- Vehicle graphics

Recommended file types

.AI or .EPS vector for logos/illustrations

.TIFF or .JPG for images

Paint and powder coated finishes

Paint is available in many varieties and mixing systems, for example the Dulux Trade Paint System.

A paint reference may be noted in your brand guidelines. If not, then your design team or painting contractor will be able to specify one from your Pantone® colour reference.

RAL is a specialist colour matching system used for specifying powder coat and some specialist paints. Please note that RAL has a limited number of colours. If a suitable match for your Pantone® colour is not available then an alternative method of finishing should be found.

PAIN



Use paint and powder coating references for

- Interior and exterior decoration
- Metal work
- Signage

COATING

