

Colour

Our colours are important. They help identify our brand and communicate who we are to the outside world. Our colour palette consists of deep greens contrasting with vibrant lime greens and orange to create a sense of strength and vitality.

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Our colour palette



Our colour palette consists on the following colours: Forest Green, Dark Green, Lime Green, Lemon Green, Orange and Slate.

The preferred colour balance is as shown above, with a predominant use of the Forest Green and Dark Green. The Lime Green and Lemon Green are secondary colours that are used in type, the graphic device, iconography and information graphics. The Orange is used sparingly as a contrasting highlight colour. The Slate is used for body copy when readability is key, and in information graphics.

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Colour values

Forest Green

Pantone 3380 C
CMYK 92 14 67 70
RGB 3 70 56
HEX 034638

Dark Green

Pantone 3298 C
CMYK 99 11 72 35
RGB 0 106 82
HEX 006A52

Lime Green

Pantone 376 C
CMYK 54 0 100 0
RGB 132 189 0
HEX 84BD00

Lemon Green

Pantone 374 C
CMYK 30 0 64 0
RGB 197 232 108
HEX C5E86C

Orange

Pantone 2012 C
CMYK 0 45 100 0
RGB 239 150 0
HEX 9600

Slate

Pantone 7545 C
CMYK 74 50 31 36
RGB 66 85 99
HEX 425563

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Gradients

< Lime Green
Forest Green >
Gradient

< Lime Green
Dark Green >
Gradient

< Dark Green
Forest Green >
Gradient

These are the permitted gradients that can be used only within our graphic device. Please refer to the graphic device section for more information.