

Colours

This palette defines a flexible suite of colours. Strict adherence to these colour standards will serve to unify the visuals of the brand.

Designated Pantone® (PMS) colours and their equivalents for other methods of reproduction are as shown.

The CMYK mix will most commonly be used in print, and RGB/HEX in digital applications. Since different digital printers can vary in colour output, the PMS numbers are included for reference to match colours as closely as possible, to achieve consistency across outputs.

Violet

* PMS printing preferred for best fluorescent colour quality

RGB	146-39-143
HEX	92278F
CMYK	50-100-0-0
PMS	814

Mulberry

* PMS printing preferred for best fluorescent colour quality

RGB	207-18-140
HEX	CF128C
CMYK	15-100-0-0
PMS	813

Lavender

RGB	218-111-171
HEX	DA6FAB
CMYK	10-70-0-0
PMS	2385

Seafoam

RGB	109-200-191
HEX	6DC8BF
CMYK	55-0-30-0
PMS	3245