

PRIMARY COLOURS



COLOUR PALETTE

Corporate brand colours add life to a brand's visual elements and enhance its uniqueness. Always use the colour palette shown here when creating any printed or online applications for Navacord's brand. Navacord's corporate colours are Pantone 2300 C / U and Pantone 431 C / U.

Process (CMYK) and on-screen (RGB) colour breakdowns may differ from the Pantone guide and have been chosen to match

the original Pantone colour visually. CMYK colours are only used in four-colour process jobs. RGB colours are used for online or screen-based media only. The exception to this rule is Microsoft Word, which only supports RGB values.

Please refer to a registered Pantone book for accurate colour matches. This guidelines manual has not been evaluated by Pantone Inc. for accuracy.

COLOUR BREAKDOWNS

NAVACORD GREEN

PANTONE 2300 C - COATED
2300 U - UNCOATED

CYMK 40, 0, 90, 0
RGB 165, 206, 77
LAB 78, -29, 57
HEX #A5CE4D

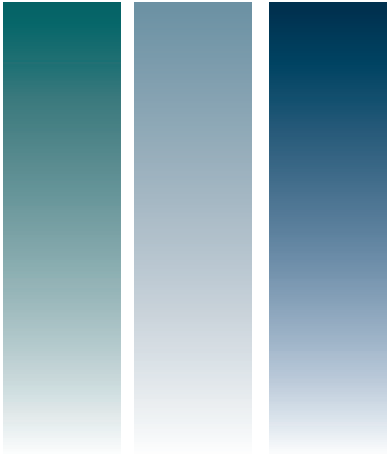
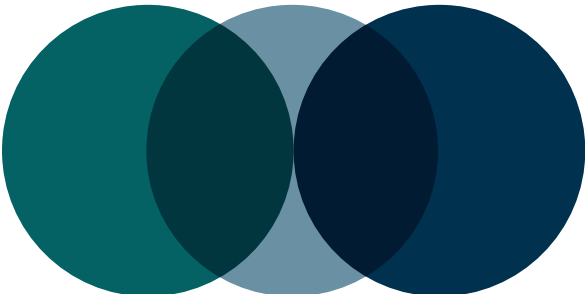
NAVACORD SILVER


PANTONE 431 C - COATED
431 U - UNCOATED


CYMK 66, 52, 44, 17
RGB 91, 103, 112
LAB 43, -4, -7
HEX #5B6770


SECONDARY COLOURS

If a situation arises where there is a need for colours other than the primary palette, these three colour options can be used as a secondary palette to complement the primary colours. These colours should be used sparingly, and as an accent to the primary colours.




CMYK: **79 14 36 50**
RGB: **0 98 101**


CMYK: **63 35 29 0**
RGB: **106 145 163**


CMYK: **85 27 0 78**
RGB: **0 50 80**