


Colour definitions

Our primary identity colours are used to define our key colour expression – the gradient. The brand is not to be seen as one colour or the other. The two primary colours may, however, be used as accent colours as long as they don't set the scene.


A set of three secondary colours, including a green colour defined from within the spectrum of the gradient, are used for graphs and charts – ideally together with the two primary colours and supported with tints of the Dark petrol base colour.

Primary



**Bright orange**


PMS	143
RAL	1007
CMYK	0_40_100_0
RGB	250_166_26



**Bright blue**

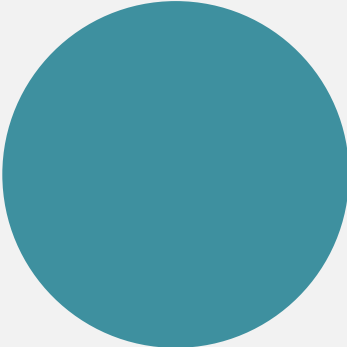
PMS	7702
RAL	5018
CMYK	70_0_25_0
RGB	32_190_198

Secondary




**Vivid orange**

RAL	2003
CMYK	0_60_100_0
RGB	255_142_46



**Dark blue**

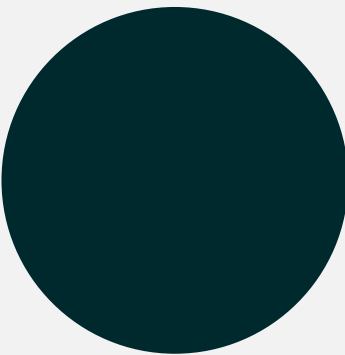
RAL	5009
CMYK	60_0_15_40
RGB	62_144_159



**Bright green**


RAL	6018
CMYK	40_0_100_0
RGB	141_198_63

Base

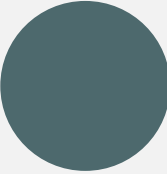


**Dark petrol**


PMS	5463
RAL	6004
CMYK	90_40_40_70
RGB	0_41_46




**85% tint**



**70% tint**



**35% tint**



**12% tint**

Gradient

