Colour Palette

Colour plays an important role in the ICD identity programme. The colours at right are recommendations for various media.

When using coloured papers, note that the ink colour may not exactly match your colour swatch because the paper color shows through in the offset printing process.

The numbers indicated at right refer to the PANTONE Matching System of printing ink colors, CMYK conversions,* RGB conversions and Web- safe conversions. PANTONE, PANTONE Matching System and PMS are Pantone, Inc.'s standard trademark for colour reproduction and color reproduction materials.

Remember to use only darker ink colors for text. Check with your designer or printer for legibility when considering a colored ink for text.

* Please note: The four-colour specifications described here are not the automatic defaults for the nominated PANTONE colours. Refer to the actual PANTONE colour chips for accurate colour matching and reproduction.

Pantone 364
CMYK 80 28 100 15
RGB 56 125 59

Pantone 364
CMYK 79 28 100 15
RGB 72 170 72

Pantone 362
CMYK 74 8 100 1
RGB 29 95 47

Pantone 362
CMYK 74 8 100 1
RGB 72 170 72

Pantone 7483
CMYK 86 37 100 32
RGB 29 95 47

Pantone 1797
CMYK 16 98 92 6
RGB 195 39 46

Pantone 368
CMYK 57 0 99 0
RGB 122 193 67

Pantone 143
CMYK 0 35 86 0
RGB 252 176 60

Pantone 369
CMYK 50 0 98 0
RGB 140 198 65

Pantone 607
CMYK 16 0 39 0
RGB 130 176 64

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