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.

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