

## Colour and branding specifications -

Devonshire Meadows, Eaton Business Park and Devon Enterprise Facilities

# THE COLOURS OF OUR LOGO HAVE BEEN SPECIFICALLY CHOSEN TO CONVEY A STRONG BRAND MESSAGE AND CLEARLY DIFFERENTIATE US FROM OUR COMPETITION

Please adhere to the specifications in these standards and use reliable reproduction methods to ensure consistency of colours. If in doubt please ask Henderson Web Design Ltd on 01752 581500 or by email at [info@hendersonwebdesign.com](mailto:info@hendersonwebdesign.com).

### PRINT / DIGITAL OUTPUT





To ensure colour accuracy for colours for printed materials, use either direct PANTONE® inks or the CMYK mixes which are based on wet proof tests using coated stock and uncoated. Do not adjust the cmyk mixes specified below for 4 colour process work. Do not use or rely on computer software conversions of PANTONE® colours for the cmyk mixes. Digital output must use the 4 colour process versions of our logo, do not match to pantone numbers.

### WEB AND SCREEN SPECIFICATIONS

For all communications that will be displayed on-screen or on the web, refer to these RGB and HEX colour formulas. They have been developed for the best fidelity on a variety of screens.



### LOGO COLOUR REFERENCES

	<b>COLOUR NAME</b>	<b>CMYK</b>	<b>PANTONE REF</b>	<b>WEBSAFE</b>	<b>RGB</b>
	DARK GREEN	91 33 99 23	349C	#336633	51 102 51
	MID-DARK GREEN	82 0 100 33	363C	#437931	37 121 49
	LIGHT GREEN	50 0 100 0	376C	#A2BD30	162 189 48
	MID-LIGHT GREEN	82 0 100 11	362C	#529238	82 146 56

### FONT USED

Font used is '*Myriad Web Pro*'. Flattened and expanded by 1 point in Adobe Illustrator. Font was nearest match to that already used.

### SIGNAGE COLOUR REFERENCES

*TO BE CONFIRMED*