

BRAND COLOURS

02 NOV 2010



				
PANTONE® BLACK 6	PANTONE® 2685	PANTONE® 2725	PANTONE® 2715	PANTONE® 7545
				
CMYK 50/50/0/100	CMYK 100/100/0/0	CMYK 75/65/0/0	CMYK 55/45/0/0	CMYK 40/30/0/70
				
RGB 0/0/0	RGB 70/20/160	RGB 100/90/180	RGB 165/165/200	RGB 60/75/90
				
HTML 000000	HTML 4814A0	HTML 7C5DC6	HTML AD98DA	HTML 394A59

The SIMCRO™ brand mark should only be reproduced in the colour formats shown above, with the corresponding outputs below:

PANTONE® = External signage, spot colour printing or physical items (e.g. plastic) requiring Pantone colour matching.

CMYK = All externally printed marketing collateral, accompanied with the 'Brand Mark CMYK Colour Specifications' proof to check against.

RGB = All internally printed documents.

HTML = All electronic output.

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PANTONE®
BLACK 6



PANTONE®
2685



PANTONE®
2725



PANTONE®
2715



PANTONE®
7545



SIMCRO™

GREYSCALE POSITIVE FORMAT



Greyscale
100



Greyscale
100



Greyscale
60



Greyscale
40



Greyscale
80



SIMCRO™

GREYSCALE REVERSE FORMAT



Greyscale
100



Greyscale
100



Greyscale
60



Greyscale
40



Greyscale
80