

# Colour

Our colour palette consists of three primary colours, eight secondary colours and six high contrast colours. Only these colours can be used to represent DE&S.

## PRIMARY COLOURS



Purple, yellow and white are our primary colours and are used to reproduce our pennant. **This yellow (pantone 120) must only be used in our pennant and should not be used anywhere else.**

## SECONDARY COLOURS



PRIMARY	Pantone	Process	RGB
	2607 120	C83 M100 K2 M5 Y64	R79 G11 B123 R248 G222 B110
SECONDARY	5503 578 7544 7529 142 402 Black Cool Gray 4	C40 M2 Y14 K9 C31 Y48 K1 C34 M14 Y11 K32 C7 M14 Y20 K21 M25 Y78 C13 M17 Y20 K36 K100 C12 M8 Y8 K23	R153 G191 B194 R184 G207 B149 R137 G150 B160 R189 G177 B166 R239 G189 B71 R169 G163 B155 R30 G30 B30 R188 G189 B188
HIGH CONTRAST	5473 575 7545 404 146 7532	C82 Y28 B52 C48 Y100 B53 C23 M2 B63 M8 Y22 B56 M43 Y100 B33 M17 Y50 B65	G106 B113 R75 G114 B29 R92 G111 B124 R136 G126 B110 R178 G116 B14 R119 G100 B65

Our secondary colours and white are the only colours that can be used to compliment our pennant. These colours should be used as background colours.

## COLOUR USAGE

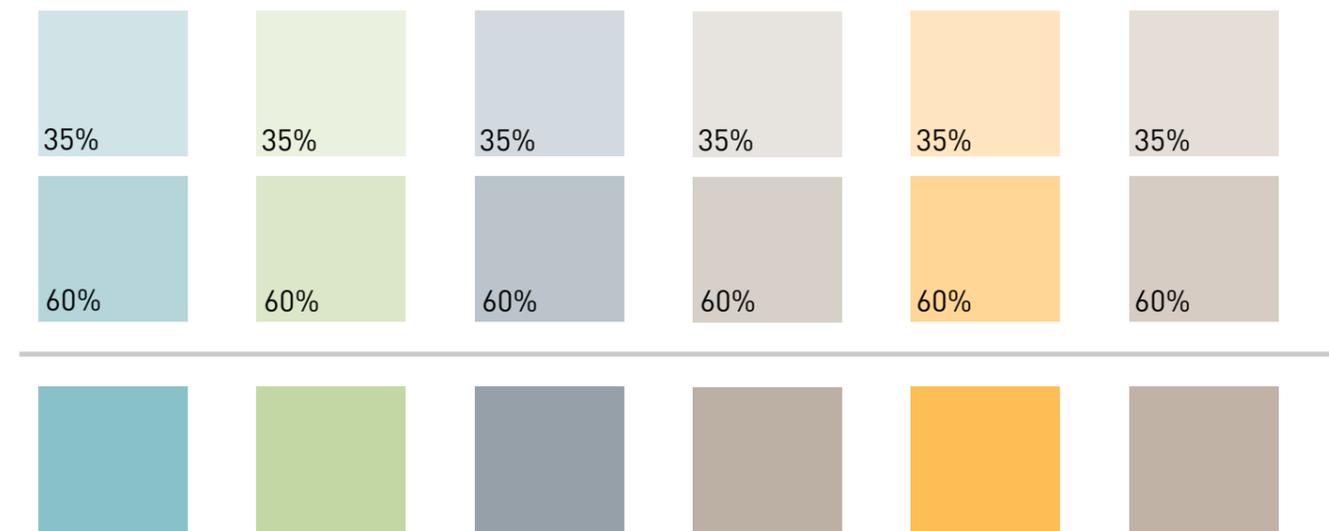
**Text**  
All text should be written in black. However, for design purposes, white, purple or cool gray 4 may be used depending on the background colour.

# Colour - Contrasts & Tints

## USAGE

### Tints

Tints of the secondary colours at 60% and 35% can be used on cover designs and to enhance inside pages. They can also be used to enhance diagrams and be used for text boxes and page backgrounds.



## HIGH CONTRAST COLOURS

To be used for text enhancement for headings and statements that need to stand out from the body text and as an additional option for 'inner' page design work i.e diagrams, filled text boxes etc. NOT TO BE adjusted or manipulated in any way or form.

