Colour and Branding Specifications –

Airport Business Centre

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

Please adhere to the specification in these standards and use reliable reproduction methods to ensue consistency of colours. If in doubt please contact us directly on 01752 697 000 or by email at info@airporbusinesscentre.net.

PRINT / DIGITAL OUTPUT

To ensure accuracy of colour for printed materials, use either direct PANTONE R 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 R 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

	COLOUR NAME	CMYK	PANTONE	HEX	RGB
	Dark Blue (text)	93 88 44 66	2768C	#000032	0 0 50
	Light Green 1	54 1 99 0	368C	#82C043	130 192 67
	Light Green 2	33 0 32 0	344C	#ABDEBE	171 222 190

SINGAGE COLOUR REFERENCES

TO BE CONFIRMED

FONT USED

Main Font is "Swiss 721 BT" in light, bold and italic. Supporting font is Arial.