

# Corporate colours

## Primary colours

Our corporate colours, Tamro Dark Blue, Tamro Light Blue as well as Tamro Green and White reflect the Nordic nature. In addition, they remind us of Tamro's Finnish heritage. The colours also symbolise continuity and clarity. Consistent use of these colours in all applications will ensure the successful implementation of our visual identity guidelines.

To provide flexibility, a range of secondary colours has been selected, see page 1.11. Specifications are given below for print. Paint specifications are given for Tamro Dark Blue and Tamro Light Blue. Special paint mixes should be used to achieve Tamro Green using the PMS match of Tamro Green. When using PowerPoint, choose the colour closest to the PMS tone.

Always compare colours to the colour swatches that are supplied on coated paper. Use these to specify and check the reproduction of our corporate colours. Ask for the colour swatches from Corporate Communications/Corporate Centre.

For primary colours in applications, see page 3.7.



### Corporate colours specifications

	PMS* match	C	M	Y	K	RAL
Tamro Dark Blue	Reflex Blue	100%	72%	0%	5%	S002
Tamro Light Blue	285	90%	40%	0%	0%	S015
Tamro Green	Pantone Green	100%	0%	60%	0%	-

The above printing specifications apply to both coated and uncoated paper stocks.

\*The PANTONE MATCHING SYSTEM is a world-wide printing, publishing and packaging colour language for the selection, marketing and control of colour. PANTONE ® is a registered trademark of Pantone, Inc.