

# Corporate colours

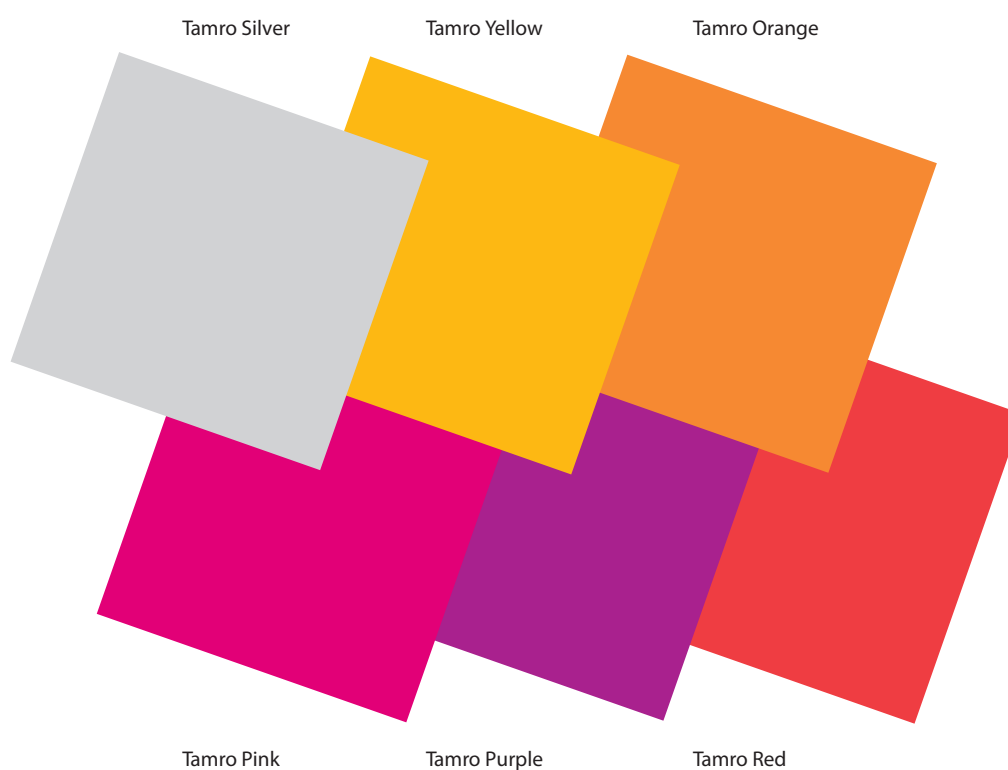
## Secondary colours

These colours can be used to add impact to items such as exhibition panels, or to differentiate printed material.

It is preferable to use one or some of the secondary colours in special applications for variation. The colours may be used in conjunction with the corporate colours, but should not replace them.

Use Tamro Silver not gold to lend a sense of quality to applications. For example, foil block the corporate symbol in silver. When Tamro Silver is not available, do not replace it with grey.

For secondary colours in applications, see page 3.7.



Secondary colours specifications

	PMS* match	C	M	Y	K
Tamro Silver	877	–	–	–	–
Tamro Yellow	130	0%	33%	100%	0%
Tamro Orange	1585	0%	60%	90%	0%
Tamro Pink	Rubine Red	0%	100%	12%	0%
Tamro Purple	247	40%	88%	0%	0%
Tamro Red	185	0%	100%	70%	0%

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

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