




Corporate colours



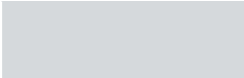
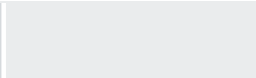
			
Pantone for offset, book and screen printing	Pantone 281 C	Pantone 485 C	Pantone 130 C
CMYK* for 4 colour printing	C100/M85/Y5/K35	M96/Y100	M35/Y100
RGB for screen	R0, G38, B100	R213, G43, B30	R240, G171, B0
NCS for paint and coatings + for Multicolor equipment	NCS 6040R 80B	NCS 1090Y 90R	NCS 1070 Y 20 R
RAL for lacquer	RAL 5022	RAL 3020	RAL 1003
3M for foil	3M 100-003	3M 100-368	3M 100-25
Avery for foil	723 Dark Blue** 933 Midnight Blue***	726 Medium Red** 906 Medium Red***	904 Crome Yellow** 904 Crome Yellow***
Avery for lightbox use Graphics Translucent film	5545 QM Steel Blue	5519 QM Apple Red	5511 Melon Yellow

* Please note that cmyk values indicated in this guideline are taken from "Pantone® color bridge™ coated EURO" (Pantone EC).

** Economical – suitable for medium-life indoor and outdoor applications

*** Expensive – superb quality, up to 12-years' life even in the most challenging conditions

Secondary colours

				
Pantone for offset, book and screen printing		Pantone 429 C	Pantone 429 C (50 %)	Pantone 429 C (25 %)
CMYK* for 4 colour printing		C21/M11/Y9/K23		
RGB for screen		R165, G172, B175		
NCS¹				
RAL for lacquer, paint and coatings	RAL 9010	RAL 7001		
3M for foil		3M 100-003		
Avery for foil				
Lacque for packaging	Art. no. UP 3206 Coates Coating			

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1) For Jotun Multicolor Hardware NCS S 2500 N is preferred on tinting machines and shakers.

For Jotun Multicolor Colour Bar NCS S 2000 N or NCS 1000 N are both optional choice, and preferred over the NCS S 2500 N for other colour tools and interiors at POS.