

PRIMARY COLOURS

	CMYK/ PRINT	RGB	HEX/WEB	PMS COATED	PMS UNCOATED
DARK GREY	66, 56, 54, 58	63, 63, 62	#3F3F3E	170616/C CMYK: 58, 54, 54, 60	17616/U CMYK: 68, 49, 54, 60
SAGE	54, 8, 47, 14	122, 167, 141	#7AA78D	557/C CMYK: 54, 8, 47, 14	557/U CMYK: 41, 5, 33, 1

Primary colours can be used for texts, logos and backgrounds (sage).

SECONDARY COLOURS

BRICK ORANGE	17, 69, 81, 5	201, 98, 57	#C96239	3715/C CMYK: 0, 70, 84, 12	3416/U CMYK: 0, 75, 98, 13
MAUVE	25, 58, 37, 12	180, 116, 124	#B4747C	665/C CMYK: 0, 58, 24, 26	703/U CMYK: 0, 58, 19, 23
BLUE GREY	40, 22, 17, 2	164, 181, 197	#A4B5C5	114/9 CMYK: 28, 5, 0, 17	111/9 CMYK: 25, 9, 0, 15

Secondary colours can be used for PET bottles icons and as accent colours.

TERTIARY COLOURS

SAGE	54, 8, 47, 14	122, 167, 141	#7AA78D	557/C CMYK: 54, 8, 47, 14	557/U CMYK: 41, 5, 33, 1
LIGHT PEACH	5, 22, 27, 0	241, 207, 186	#F1CFBA	401/C CMYK: 0, 19, 21, 0	459U CMYK: 0, 17, 17, 2
LIGHT YELLOW	0, 6, 27, 0	255, 240, 201	#FFF0C9	41/C CMYK: 0, 2, 22, 0	72/U CMYK: 0, 4, 20, 0

Tertiary colours can be used as a filter in presentations. You can find examples in our Style Guide.