

colour

Primary colours

These are the core colours of the Arada brand and can be used on any application. They can be used alone or punctuated with photography or the other colours in the palette.

Supporting colours

These colours can be used as full bleed backgrounds. They can also be used as the elements in patterns and to create emphasis in typography on black.

On any piece of communication only one supporting colour can be used at a time.

Category colours are used to define communications for different business categories of Arada.

These colours are only ever used by themselves or paired with one of our primary colours. Under no circumstances would they be paired with another category colour or a secondary colour.

Currently we have four business categories that we will be communicating. We will add to this section when more categories are added.

Primary

Pantone

Black C

CMYK

0/0/0/100

RGB

0/0/0

Hex

#000000

Pantone

7687 C

CMYK

100/80/0/20

RGB

29/66/138

Hex

#1D428A

Secondary

Pantone

335 C

CMYK

100/5/70/15

RGB

0/142/109

Hex

#008e6d

Pantone

170 C

CMYK

0/60/50/0

RGB

255/134/116

Hex

#FF8674

Pantone

4665 C

CMYK

5/30/38/12

RGB

205/167/136

Hex

#CDA788

Pantone

570 C

CMYK

57/0/30/0

RGB

107/202/186

Hex

#6BCABA

Pantone

2582 C

CMYK

55/85/0/0

RGB

172/79/198

Hex

#AC4FC6

Pantone

184 C

CMYK

0/80/36/0

RGB

246/82/117

Hex

#F65275

Our brand allows for a number of combinations using our brand colours to create flexible yet consistent communications.

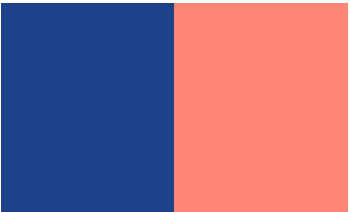
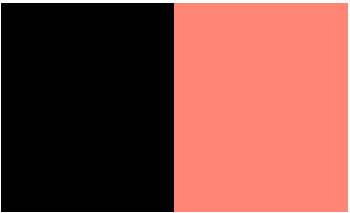
- These combinations are:
- **Primary paired with Primary,**
 - **Primary paired with Secondary** and
 - **Primary paired with Category.**

In summary one of our primary colours must always be present. Under no circumstances should two secondary colours be paired together, or a secondary colour be paired with a category colour.

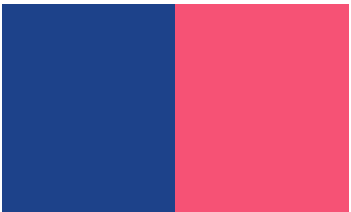
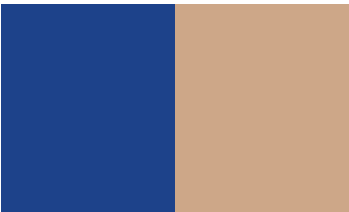
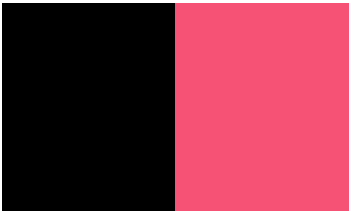
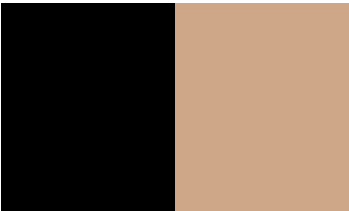
Primary/Primary



Primary/Secondary



Primary/Category



A visual exploration of how our colours can be implemented across brand communications.

1.



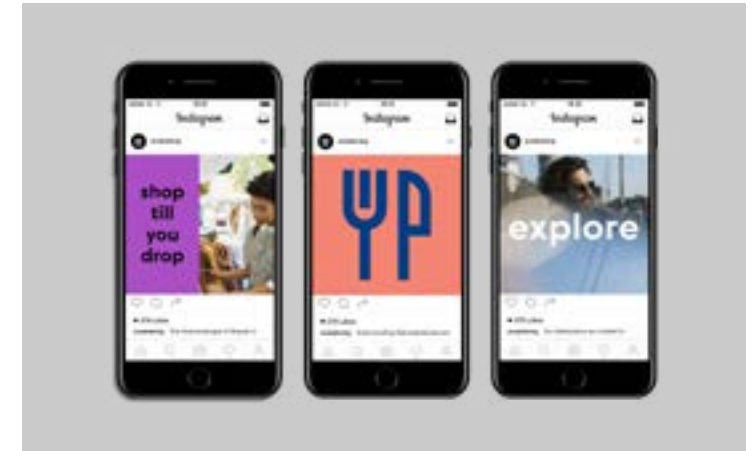
2.



3.



4.



1. Do not use secondary or category colours for corporate communications such as brand stationery.
2. Do not use a category colour assigned to a specific category for communications of a different category.
3. Do not use more than two colours (excluding white) in a layout.
4. Do not use two secondary colours or category colours or a combination of the two together in a layout.

1.



2.



3.



4.

