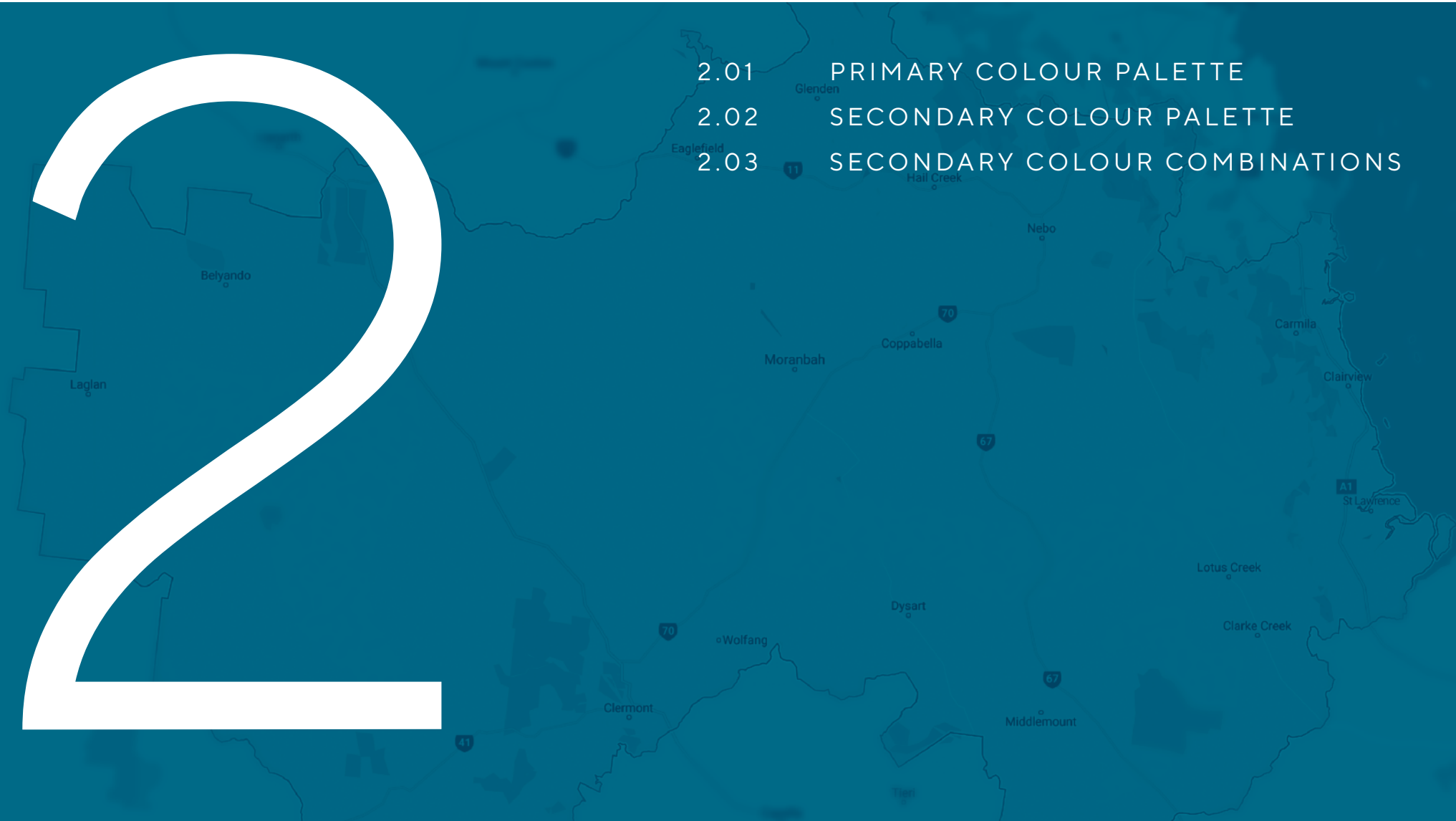


- 2.01 PRIMARY COLOUR PALETTE
- 2.02 SECONDARY COLOUR PALETTE
- 2.03 SECONDARY COLOUR COMBINATIONS



2.01

PRIMARY COLOUR PALETTE

PRIMARY PALETTE

The teal, ochre and army green of our logo reflect Isaac's landscape – from the rich ochre of our soil and the native green vegetation to the teal of the river systems. They are vibrant and tell a story.



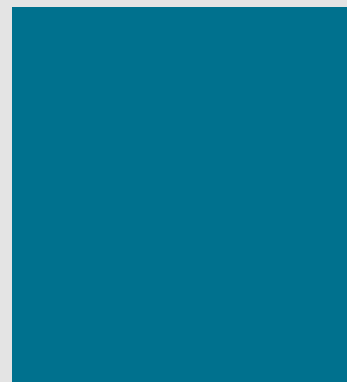
TEAL

CMYK
100 | 0 | 12 | 43

RGB
0 | 114 | 143

PANTONE
PMS 315 C

WEB
00728F



OCHRE

CMYK
0 | 58 | 100 | 33

RGB
176 | 96 | 16

PANTONE
PMS 470 C

WEB
B06010



ARMY GREEN

CMYK
13 | 0 | 100 | 46

RGB
139 | 141 | 9

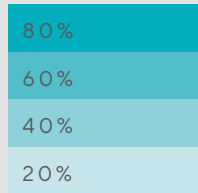
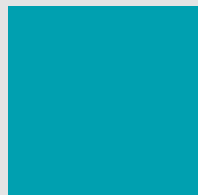
PANTONE
PMS 582 C

WEB
8B8D09



2.02

SECONDARY COLOUR PALETTE



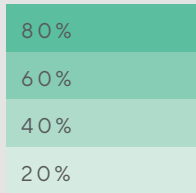
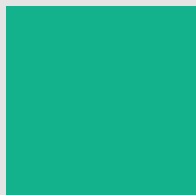
BLUE

CMYK
100 | 0 | 31 | 7

WEB
00A0AF

RGB
0 | 160 | 175

PANTONE
PMS 320 C



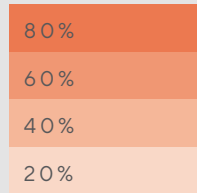
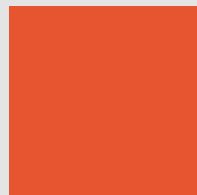
GREEN

CMYK
78 | 2 | 60 | 0

WEB
00B18B

RGB
0 | 177 | 139

PANTONE
PMS 3265 C



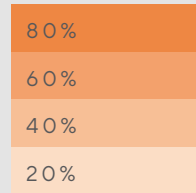
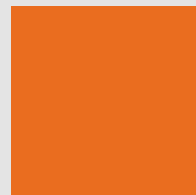
MELON

CMYK
5 | 81 | 91 | 0

WEB
E55731

RGB
230 | 87 | 49

PANTONE
PMS 179 C



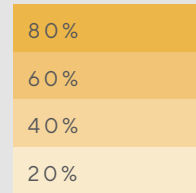
ORANGE

CMYK
0 | 69 | 100 | 4

WEB
E96D1F

RGB
233 | 109 | 31

PANTONE
PMS 173 C



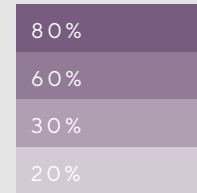
YELLOW

CMYK
0 | 32 | 100 | 9

WEB
E7A614

RGB
231 | 166 | 20

PANTONE
PMS 131 C



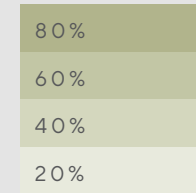
PLUM

CMYK
79 | 91 | 43 | 0

WEB
5E406E

RGB
94 | 64 | 110

PANTONE
PMS 7665 C



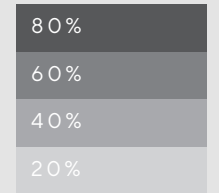
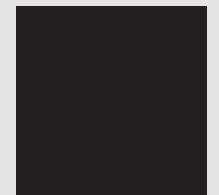
PUTTY

CMYK
9 | 0 | 43 | 38

WEB
B06010

RGB
158 | 163 | 116

PANTONE
PMS 5773 C



BLACK

CMYK
0 | 0 | 0 | 100

WEB
000000

RGB
0 | 0 | 0

PANTONE
BLACK

2.03

COLOUR COMBINATIONS

SECONDARY PALETTE

USE OF TINTS

As a general rule tints can be used when a broader palette is required for backgrounds, pull-out boxes, graphs and charts.

COLOUR FOR WEB

All colours can be used for online material. For accessibility reasons please refrain from using any colour that may be difficult to read online.

USAGE

The secondary palette has been created to allow for design versatility and to add personality to Isaac's brand.

Each colour can be used both individually or in a colour group (2-3 colours) to demonstrate a mood, season or activity/event. To the right are examples of possible combinations. Feel free to create your own.

COMBINATION EXAMPLES

Winter



Spring



Summer



Autumn



Cultural



Coastal



Traditional



Rural

