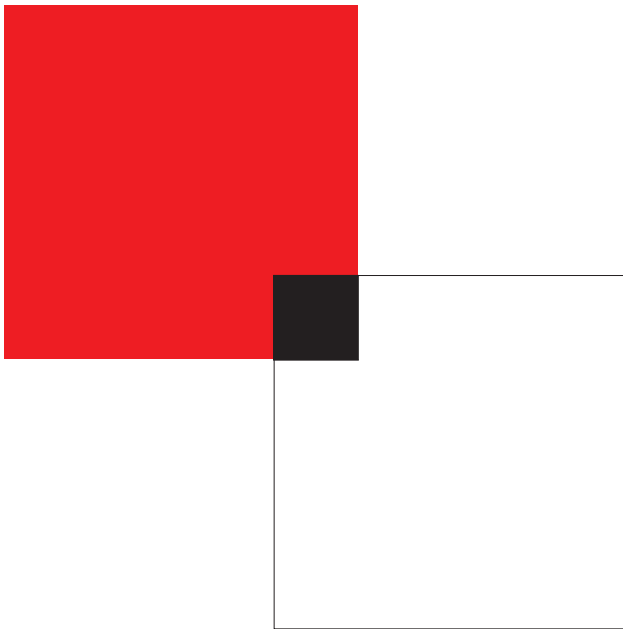

transport21
progress in motion










Colour | version 1

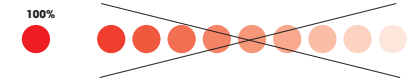
April 2008

colour proportion



colour breakdown

Spot colour Printing	 Pantone 485	 Pantone Black	 Pantone Cool Grey 7
4 Colour process Printing	 0 Cyan 100 Magenta 100 Yellow 0 Black	 0 Cyan 0 Magenta 0 Yellow 100 Black	 0 Cyan 0 Magenta 0 Yellow 55 Black
RGB Digital	 227 Red 33 Green 23 Blue	 0 Red 0 Green 0 Blue	 138 Red 140 Green 142 Blue



Do use the specified corporate colours.
Do not use tints or substitute other colours, even ones that look similar.

Colour

Corporate colours

The corporate colours (red and black) are one of the most recognisable elements of Transport 21's visual identity. They promote a distinctive and strong non-verbal message and help to give the brand a can-do attitude. The Transport 21 corporate colours are as much a part of the corporate identity as is the logo, and should be used with equal care.

Colour accuracy

When printing colours, please use Pantone swatches to carefully match the colours. The corporate colours should always be visually consistent. Note that paper quality and printing methods will influence the appearance of the colours.