

Core colors

COLORS

Color is one of the key elements of the visual identity. The core colors are featured prominently in all communication, alongside a number of secondary colors.


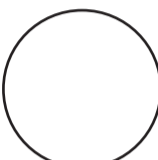




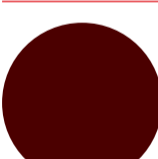
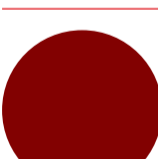

CORE COLORS

The core colors red and white play a significant role in brand recognition and in enhancing brand awareness. We use the same red that is used in mother company Canon's identity. The corporate color has been precisely defined, and should always be accurately reproduced to maintain the consistency of the brand. The core colors must be used and displayed in 100%. It is not allowed to use the core colors in shades or tints.

Always use a Pantone Matching System Color Swatch for color sampling.

The colors are defined in CMYK, RGB, Hex color and LAB. Where applicable, Pantone and RAL colors are mentioned. Use the exact values given here to ensure a consistent and recognizable reproduction of colors.

- Use the extra graph colors to enrich the core colors (e.g. apply secondary colors for graph items and shapes).
- The four complementary colors based on black give the design a more modest feel.
- Complementary colors are always less dominant than the core colors.
- Complementary colors may never outweigh the core colors in the overall design.

CORE COLORS		PANTONE	FULL COLOR	RGB	HEX (RGB)	LAB	RAL
	RED	186	C0	R204	#CC0000	L44	3020
			M100	G0		A69	
			Y100	B0		B60	
			K5				
	WHITE		C0	R255	#FFFFFF	L100	9003
			M0	G255		A0	
			Y0	B255		B0	
			K0				
COMPLEMENTARY COLORS		PANTONE	FULL COLOR	RGB	HEX (RGB)	LAB	RAL
	BLACK		C0	R0	#000000	L8	
			M0	G0		A-2	
			Y0	B0		B-2	
			K100				
	DARK GREY	424	C0	R102	#666666	L40	
			M0	G102		A0	
			Y0	B102		B0	
			K65				
	MID GREY	Cool Grey 7	C0	R154	#9A9B9C	L65	
			M0	G155		A0	
			Y0	B156		B0	
			K50				
	LIGHT GREY	Cool Grey 4	C0	R204	#CCCCCC	L82	
			M0	G204		A0	
			Y0	B204		B0	
			K25				
EXTRA GRAPH COLORS			FULL COLOR	RGB	HEX (RGB)	LAB	RAL
	DARKEST RED		C0	R82	#520000	L15	
			M100	G0		A36	
			Y100	B0		B24	
			K70				
	DARK RED		C0	R123	#7B0000	L25	
			M100	G0		A47	
			Y100	B0		B38	
			K55				
	MID RED		C0	R163	#A30000	L35	
			M100	G0		A58	
			Y100	B0		B50	
			K30				

Highlight colors

HIGHLIGHT COLORS

- There are six highlight colors in the style. They give a more expressive feel to the design.
- The highlight colors can be applied in tints of 40%, 60% or 80%.
- The color of text used over a particular highlight color is defined by contrast ratio and readability. See the guidelines below.

HIGHLIGHT COLORS	PANTONE	FULL COLOR	RGB	HEX (RGB)	LAB
 ORANGE	716	C0	R240	#F07D17	L65
		M65	G125		A40
		Y95	B26		B67
		K0			
 YELLOW	116	C0	R255	#FFCC00	L85
		M20	G204		A7
		Y100	B0		B91
		K0			
 GREEN	376	C55	R134	#86BC25	L71
		M0	G188		A-34
		Y100	B37		B63
		K0			
 AQUA	326	C75	R8	#08B0A0	L64
		M0	G176		A-42
		Y45	B160		B-4
		K0			
 LIGHTBLUE	299	C80	R0	#00A0DE	L61
		M15	G160		A-24
		Y0	B222		B-43
		K0			
 DARKBLUE	2728	C95	R25	#1951A0	L34
		M70	G81		A5
		Y0	B160		B-49
		K0			
 VIOLET	266	C75	R111	#6f2d87	L32
		M95	G45		A40
		Y0	B135		B-38
		K0			
 PINK	241	C25	R192	#C0087F	L43
		M100	G8		A68
		Y0	B127		B-15
		K0			

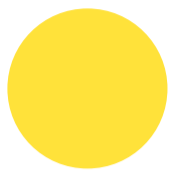
Real Estate colors



Veiligheidsrood

RAL 3000
NCS 2173-Y87R

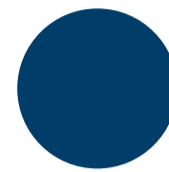
PMS 1805
R175 G39 B47
HTML AF272F
CMYK 5 96 80 22



Veiligheidsgeel

RAL 1018
NCS 0763-G98Y

PMS 7404
R244 G218 B64
HTML F4DA40
CMYK 0 8 86 0



Veiligheidsblauw

RAL 5010
NCS 4547-R88B

PMS 7693
R0 G73B118
HTML 004976
CMYK 100 57 9 47



Veiligheidsgroen

RAL 6024
NCS 3053-G02-Y

PMS 340
R0 G150 B94
HTML 00965E
CMYK 99 0 84 0



Signaalkleur geel

RAL 1023
NCS 0876-Y05R

PMS 116
R255 G204 B0
HTML FFCC00
CMYK 0 20 100 0



Floor coating

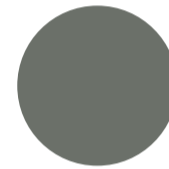
RAL 7035
NCS 1902-B96G
(Avery961)
PMS 420C
R199 G201 B199
HTML C7C9C7
CMYK 6 4 7 13



Leuning en binnedeuren

RAL 1018
NCS 0763-G98Y

PMS 7404
R244 G218 B64
HTML F4DA40
CMYK 0 8 86 0



Barakken

RAL 7023
NCS 5304-G64Y

PMS 416
R126 G127 B116
HTML 7E7F47
CMYK 28 18 29 51



Konstrukties

RAL 3002
NCS 2173-Y92R

PMS 1805
R163 G0 B0
HTML A30000
CMYK 0 100 100 30



Raamprofielen

RAL 7016
NCS 7805-B01G

PMS 432
R51 G63 B72
HTML 333F48
CMYK 65 43 26 78



Staalconstructies

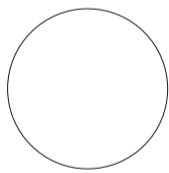
RAL 5011
NCS 7812-R85B

PMS 2189
R0 G51 B73
HTML 003349
CMYK 94 24 0 85



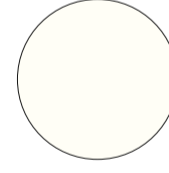
Wanden en panelen vroeger

RAL 9002
NCS 1402-G83Y
PMS 2330
R207G205 B201
HTML CFDCD9
CMYK 13 9 13 0



Wanden en panelen vanaf 2013

RAL 9003
NCS 0601-G43Y
PMS
R236G236 B231
HTML ecece7
CMYK 0 0 0 0



Kabelgoten en schakelmateriaal

RAL 9010
NCS 0502-Y07R

PMS
R241 G236 B225
HTML ffffcc
CMYK 0 0 5 0

Real Estate colors

Veiligheidskleuren:

Groen	Ral 6010	Water
Zilvergrijs	Ral 9006	Stoom
Bruin	Ral 8004	Minerale en plantaardige olien
Okergeel	Ral 1004	Gassen gasvormig en vloeibaar
Oranje	Ral 2004	Zuren
Violet	Ral 4001	Logen
Lichtblauw	Ral 5012	Perslucht
Zwart	Ral 9005	Andere vloeistoffen
Grijs	Ral 7043	Vacuum
Veiligheidsrood	Ral 3000	Voor brandbestrijdingsmiddelen
Veiligheidsgeel	Ral 1018	In combinatie met zwart diagonaal geblokt Als
Veiligheidsblauw	Ral 5010	veiligheidskleur binnen basis-kenkleur Veilige
Veiligheidsgroen	Ral 6024	stoffen
Signaalkleur Geel	Ral 1023	Gevaarlijke Stoffen

Bedrijfskleuren gebouwen en constructies.

Zinkgeel	Ral 1018	Leuningen en binnendeuren, transformatoren buiten opgesteld
Karmijnrood	Ral 3002	Oce rood Constructies
Antracietgrijs	Ral 7016	Raamprofielen en elementen voorzijde gebouw 1R
Betongrijs	Ral 7023	Barakken
Grijswit	Ral 9002	Wanden en panelen
Reinwit	Ral 9010	Kabelgoten schakelmateriaal
Sepiabraun	Ral 8014	Frames, bordessen Toner R&D en toner oud
Residagroen	Ral 6011	Machines Toner
Lichtgrijs	Ral 7032	Eletrakasten
Steengrijs	Ral 7030	Bordessentoneroud
Staalblauw	Ral 5011	Staalconstructie machine assemblage
Ivoorwit	Ral 1015	Kabelgoten, Droogkasten,ovens, bordes

Damwand Toner	Sab profiel	81397 Zwart PVC 200µ tel 030 6862600.
Antraciet Mathijs	Undersokkel gebouwen bij damwanden	