

COLOURS

The CAP blue is a darker, more modern navy blue, Pantone 2965. It can be used as body copy in printed materials or web applications. The orange is very similar to what was being used in the past—we've just selected a Pantone number that sits nicely next to the navy blue. Pantone 1655 is bold and modern. It'll look excellent in large floods of ink

We recognize the importance of CAP's heritage and don't want to remove the original blue from the colour pallet. We've chosen a Pantone that closely matches the original blue from the logo, Pantone 3005. This updated Pantone works with the tonal range of the primary colours. The other secondary colour in the CAP identity system is updated to Pantone Cool Gray 6. Both of these secondary colours can be used to supplement the brand colours when needed.

PRIMARY COLOURS

SECONDARY COLOURS

PMS 2965
RGB 0 38 62
HEX/HTML 00263E
CMYK 100 40 0 82

PMS 1655
RGB 252 76 2
HEX/HTML FC4C02
CMYK 0 77 100 0

PMS 3005
RGB 0 119 200
HEX/HTML 0077C8
CMYK 100 35 0 2

PMS COOL GRAY 6
RGB 167 168 169
HEX/HTML A7A8A9
CMYK 33 24 20 2