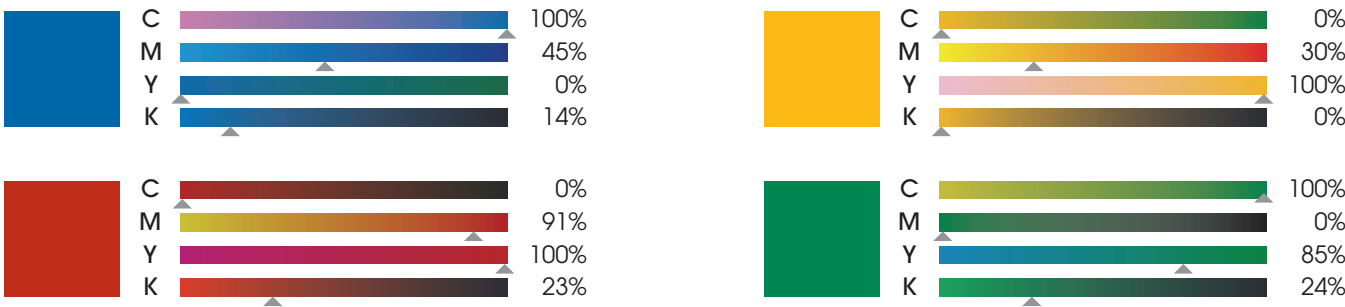


# COLOUR USAGE

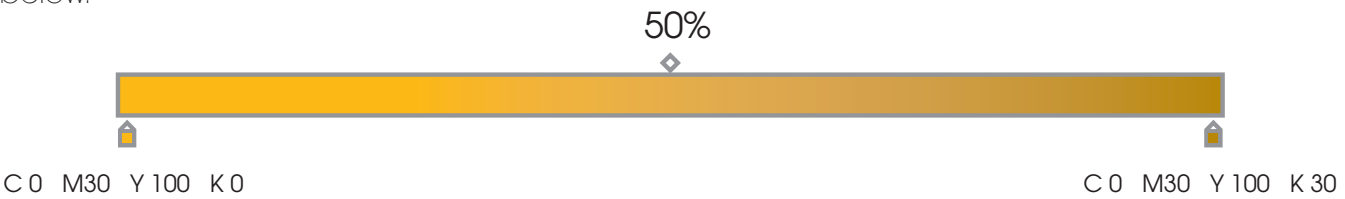
## Offset and Digital Printing

The consistent use of colours creates a distinct visual personality for APC. All of the colours used in the APC logo are made up from CMYK (Cyan, Magenta, Yellow and Black). These should be strictly adhered to. Please see breakdowns below.



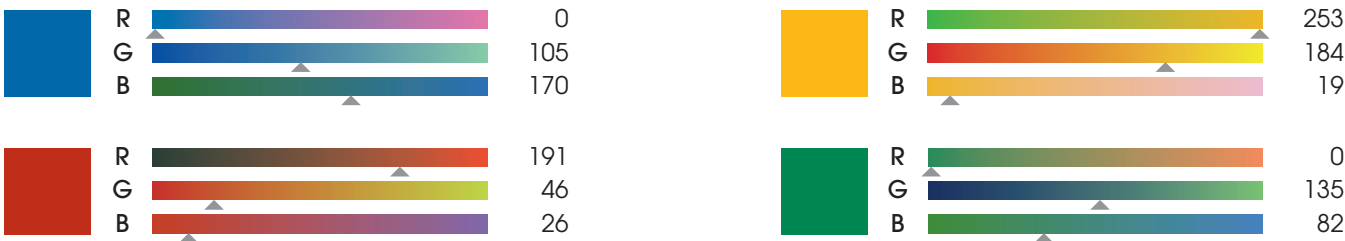
## Gradients

In addition, gradients have been used to create a sense of depth. The gradient values are below.



## Online and Digital

For online and other digital purposes, the correct colours for the RGB spectrum are as follows.



# COLOUR USAGE

## Pantone

The correct Pantone colours for single colour printing on coated stock are as follows.



## Clothing

The 'Cotton' swatches show the closest match within the PANTONE FASHION + HOME Cotton Library.

