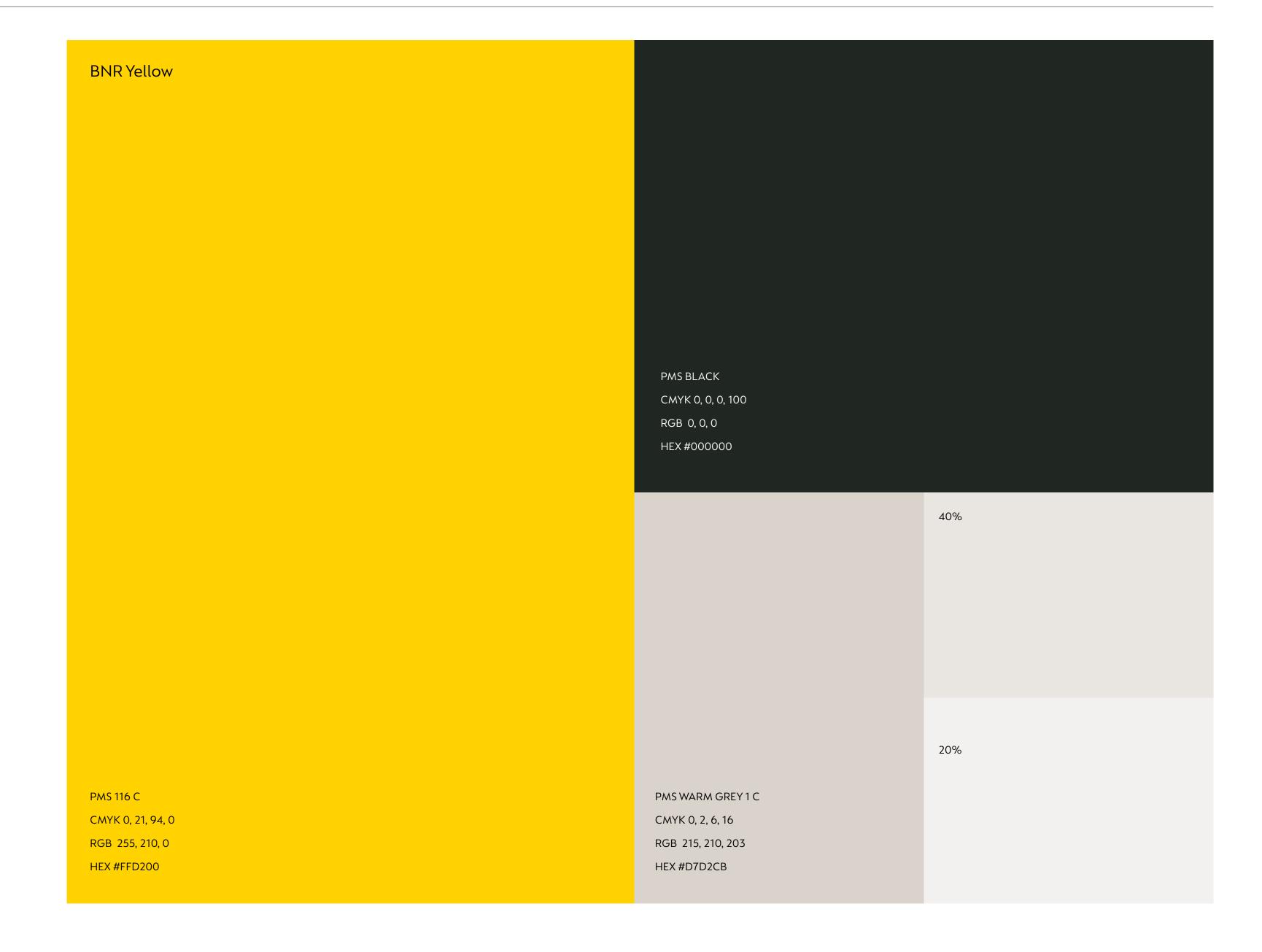## Colour

Primary palette

Our primary colour palette consists of three colours – BNR Yellow, Black and Warm Grey.

BNR Yellow is our 'signal colour'. As such it plays a key role in our brand recognition. It should be applied across all our communications.

BNR Yellow

PMS BLACK

CMYK 0, 0, 0, 100

RGB 0, 0, 0

HEX #000000

40%

40%

20%

PMS 116 C

CMYK 0, 21, 94, 0

RGB 255, 210, 0

HEX #FFD200

PMS WARM GREY 1 C

CMYK 0, 2, 6, 16

RGB 215, 210, 203

HEX #D7D2CB

Colour

Supporting palette
Our core brand colours are supported by a supporting palette of richer tones and tints. These bright, optimistic, progressive and contemporary colours are used as accents within brand communications, campaign collateral and podcast artwork.

When applying this supporting palette always lead with one or more primary brand colours (at least BNR Yellow) and use only one supporting colour per design.

For inspiration see our 'Brand in action' section of this document.

Energetic
Lifestyle
Ondernemen
Mobiliteit
Werk & Carrière

PMS 165 C
CMYK 0, 21, 94, 0
RGB 255, 103, 31
HEX #FF671F

80%
60%
40%
20%

PMS 1788 C
CMYK 0, 84, 77, 7
RGB 227, 0, 43
HEX #EE2737

80%
60%
40%
20%

PMS 234 C
CMYK 0, 100, 36, 36
RGB 162, 0, 103
HEX #A20067

80%
60%
40%
20%

Future-focussed
Technologie &
innovatie
Wetenschap
Duurzaamheid

PMS 612 C
CMYK 0, 2, 100, 22
RGB 196, 167, 0
HEX #C4B000

80%
60%
40%
20%

PMS 8345 C
CMYK 8, 0, 68, 45
RGB 129, 140, 45
HEX #818C2D

80%
60%
40%
20%

PMS 3435 C
CMYK 70, 0, 27, 72
RGB 21, 71, 51
HEX #154734

80%
60%
40%
20%

Independent
Politiek
Binnenland
Economie &
Financieel
Internationaal
Juridisch

PMS 7465 C
CMYK 67, 0, 11, 24
RGB 64, 193, 172
HEX #40C1AC

80%
60%
40%
20%

PMS 632 C
CMYK 100, 17, 0, 30
RGB 0, 148, 179
HEX #0094b3

80%
60%
40%
20%

PMS 654 C
CMYK 100, 54, 0, 63
RGB 0, 44, 95
HEX #002C5F

80%
60%
40%
20%