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COLOURGUIDE
PRIMARY COLOURS

RGB **CMYK**

BELMAN BLUE:
CMYK: C100 - M60 - Y0 - K30
RGB: R0 - G75 - B136
HEX: #004b88

RAL: 5010 (Enzianblau)
PMS: 2955 C / 2945 U
Oracal 951: 067 - Blue
Folie Avery Dennison 800 Premium Cast: 875PC Standard Blue

BELMAN DESIGN LIGHT BLUE:
CMYK: C55 - M25 - Y15 - K0
RGB: R127 - G168 - B197
HEX: #7fa8c5

RAL: 5012 (Lichtblau)
PMS: 644 C / 644 U
Oracal 951: 056 Ice Blue
Folie Avery Dennison 800 Premium Cast: 832PC Light Blue

BELMAN FLEXIBLES INDIA GREEN:
CMYK: C75 - M15 - Y60 - K15
RGB: R51 - G141 - B113
HEX: #338d71

RAL: 6024 Verkehrsgrün
PMS: 7473 C / 7473 U
Oracal 951: 603 Mint Green
Folie Avery Dennison 800 Premium Cast: 854PC Green

BELMAN DARK GREY:
CMYK: C48 - M36 - Y36 - K80
RGB: R51 - G53 - B53
HEX: #333535

RAL: 5005
PMS: 433 C / 433 U
Oracal 951: N/A
Folie Avery Dennison 800 Premium Cast: N/A

IMPORTANT:
When using the colour codes above for print, it is important to consult with the printing office before printing to ensure the most accurate colours. This is especially important when using PMS, RAL, Oracal 951, or Avery Dennison Folie.
These colours can change over time and may require updates. As a default, use the CMYK colours, as they remain consistent.

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COLOURGUIDE
USE OF PRIMARY COLOURS

BELMAN BLUE
Mainly used for:
- The symbol in the Belman logo
- Icons for Belman
- Call-to-actions on website
- Link texts on website, in e-mail etc.
- To mark important messages in marketing materials

BELMAN DESIGN LIGHT BLUE
Mainly used for:
- Add-on in Belman Design logo
- Icons for Belman Design
- Call-to-actions on website
- Link texts on website, in e-mail etc.
- To mark important messages in marketing materials

BELMAN FLEXIBLES INDIA GREEN
Mainly used for:
- Add-on in Belman Flexibles India logo
- Icons for Belman Flexibles India
- Call-to-actions on website
- Link texts on website, in e-mail etc.
- To mark important messages in marketing materials

BELMAN DARK GREY
Mainly used for:
- Backpage on catalogues, brochures and documents
- Footer on website
- Footer in newsletters

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COLOURGUIDE
SECONDARY COLOURS

80%

BELMAN 80 GREY:
CMYK: C0 - M0 - Y0 - K80
RGB: R87 - G87 - B87
HEX: #575757

50%

BELMAN 50 GREY:
CMYK: C0 - M0 - Y0 - K50
RGB: R157 - G157 - B157
HEX: #9d9d9d

30%

BELMAN 30 GREY:
CMYK: C0 - M0 - Y0 - K30
RGB: R198 - G198 - B198
HEX: #c6c6c6

20%

BELMAN 20 GREY:
CMYK: C0 - M0 - Y0 - K20
RGB: R218 - G218 - B218
HEX: #dadada

15%

BELMAN 15 GREY:
CMYK: C0 - M0 - Y0 - K15
RGB: R227 - G227 - B227
HEX: #e3e3e3

7%

BELMAN 07 GREY:
CMYK: C0 - M0 - Y0 - K7
RGB: R242 - G242 - B242
HEX: #f2f2f2

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COLOURGUIDE
USE OF SECONDARY COLOURS

80%

BELMAN 80 GREY:
- Tabletop in catalogues, brochures, data sheets etc.
- “All rights reserved” in bottom on websites.
- Special information in bottom of e-mails

15%

BELMAN 15 GREY:
- Info boxes in catalogues, brochures, data sheets etc.
- Background colour for boxes with images
- On website
- Boxes in e-mail marketing

50%

BELMAN 50 GREY:
- Info boxes in brochures, on website etc.
- SoMe icons
- Mouse-over (website)
- 3rd party logos on back-pages of brochures, case stories etc.

7%

BELMAN 07 GREY:
- Info boxes (Website)
- Background colour website
- Background colors for images/ illustrations or text boxes in brochures and on website

30%

BELMAN 30 GREY:
- Info boxes in catalogues, brochures, data sheets etc.
- Table alternative
- On website

20%

BELMAN 20 GREY:
- Info boxes to highlight information (Website)
- Table body
- Boxes on e.g. download page (Website)
- CTA buttons on some pages on the website (e.g. download page)

Neutral greys in print (CMYK)
Using grey colours for print, created from CMYK can be problematic. When mixing cyan, magenta, yellow, and black (CMYK), the result may lead to unwanted colour casts, as these colours are not perfectly neutral. This can cause the grey to appear with a subtle hue, such as green or red.

Belman Group exclusively use black (Key) to create grey in print.
By only using black (K in CMYK) to create grey in print, it ensures a neutral, consistent greycolour without any colour bias, and it results in cleaner, sharper details. By relying solely on black, we achieve more predictable and accurate print results, ensuring a more efficient and professional output.

Neutral Greys in digital print (RGB)
When working with RGB, it is essential for achieving a true, neutral grey, that the values of red, green, and blue are the same. When they match (e.g., R: 128, G: 128, B: 128), the result is a pure grey without any colour tint. If the values differ, the grey will take on a colour bias, such as a reddish or greenish tone. Using identical values also ensures consistency across devices and maintains a accurate appearance, making the grey look uniform and natural.