
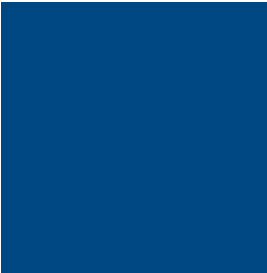
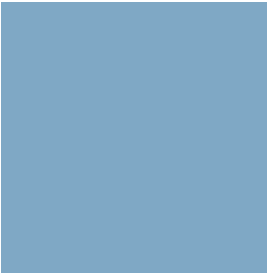
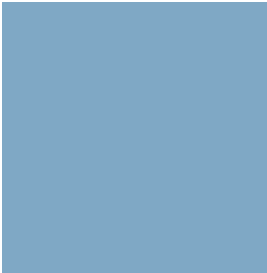






1.3





COLOURGUIDE  
PRIMARY COLOURS

RGB	CMYK	
		<b>BELMAN BLUE:</b> <b>CMYK:</b> C100 - M60 - Y0 - K30 <b>RGB:</b> R0 - G75 - B136 <b>HEX:</b> #004b88  <b>RAL:</b> 5010 (Enzianblau) <b>PMS:</b> 2955 C / 2945 U <b>Oracal 951:</b> 067 - Blue <b>Folie Avery Dennison 800 Premium Cast:</b> 875PC Standard Blue
		<b>BELMAN DESIGN LIGHT BLUE:</b> <b>CMYK:</b> C55 - M25 - Y15 - K0 <b>RGB:</b> R127 - G168 - B197 <b>HEX:</b> #7fa8c5  <b>RAL:</b> 5012 (Lichtblau) <b>PMS:</b> 644 C / 644 U <b>Oracal 951:</b> 056 Ice Blue <b>Folie Avery Dennison 800 Premium Cast:</b> 832PC Light Blue
		<b>BELMAN FLEXIBLES INDIA GREEN:</b> <b>CMYK:</b> C75 - M15 - Y60 - K15 <b>RGB:</b> R51 - G141 - B113 <b>HEX:</b> #338d71  <b>RAL:</b> 6024 Verkehrsgrün <b>PMS:</b> 7473 C / 7473 U <b>Oracal 951:</b> 603 Mint Green <b>Folie Avery Dennison 800 Premium Cast:</b> 854PC Green
		<b>BELMAN DARK GREY:</b> <b>CMYK:</b> C48 - M36 - Y36 - K80 <b>RGB:</b> R51 - G53 - B53 <b>HEX:</b> #333535  <b>RAL:</b> 5005 <b>PMS:</b> 433 C / 433 U <b>Oracal 951:</b> N/A <b>Folie Avery Dennison 800 Premium Cast:</b> 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.

COLOURGUIDE  
USE OF PRIMARY COLOURS

1.2

	<b>BELMAN BLUE</b> Mainly used for: <ul style="list-style-type: none"><li>• The symbol in the Belman logo</li><li>• Icons for Belman</li><li>• Call-to-actions on website</li><li>• Link texts on website, in e-mail etc.</li><li>• To mark important messages in marketing materials</li></ul>
	<b>BELMAN DESIGN LIGHT BLUE</b> Mainly used for: <ul style="list-style-type: none"><li>• Add-on in Belman Design logo</li><li>• Icons for Belman Design</li><li>• Call-to-actions on website</li><li>• Link texts on website, in e-mail etc.</li><li>• To mark important messages in marketing materials</li></ul>
	<b>BELMAN FLEXIBLES INDIA GREEN</b> Mainly used for: <ul style="list-style-type: none"><li>• Add-on in Belman Flexibles India logo</li><li>• Icons for Belman Flexibles India</li><li>• Call-to-actions on website</li><li>• Link texts on website, in e-mail etc.</li><li>• To mark important messages in marketing materials</li></ul>
	<b>BELMAN DARK GREY</b> Mainly used for: <ul style="list-style-type: none"><li>• Backpage on catalogues, brochures and documents</li><li>• Footer on website</li><li>• Footer in newsletters</li></ul>

1.3

COLOURGUIDE  
SECONDARY COLOURS



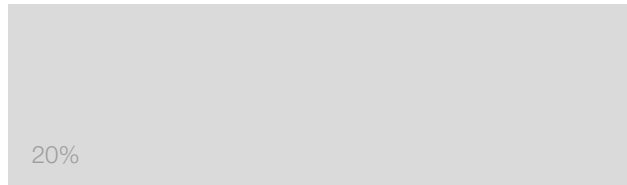
**BELMAN 80 GREY:**  
**CMYK:** C0 - M0 - Y0 - K80  
**RGB:** R87 - G87 - B87  
**HEX:** #575757



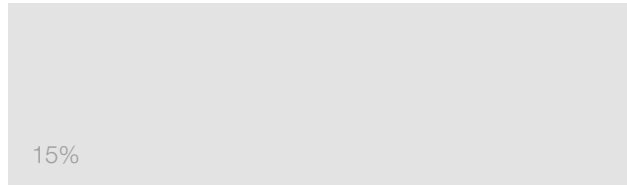
**BELMAN 50 GREY:**  
**CMYK:** C0 - M0 - Y0 - K50  
**RGB:** R157 - G157 - B157  
**HEX:** #9d9d9d



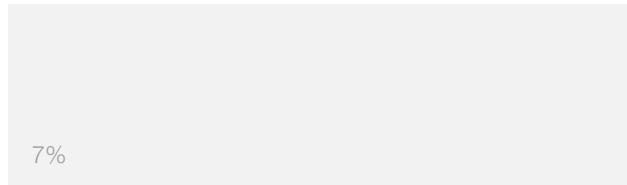
**BELMAN 30 GREY:**  
**CMYK:** C0 - M0 - Y0 - K30  
**RGB:** R198 - G198 - B198  
**HEX:** #c6c6c6



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



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



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

1.2

COLOURGUIDE  
USE OF SECONDARY COLOURS

**BELMAN 80 GREY:**

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

**BELMAN 15 GREY:**

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

**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.

**BELMAN 07 GREY:**

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

**BELMAN 30 GREY:**

- Info boxes in catalogues, brochures, data sheets etc.
- Table alternative
- On website

**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 greycolor 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.