

THE PRIMARY COLOUR SYSTEM AND COLOUR CODES

Colour plays an important role in SFT's corporate identity program. The colours below are recommendations for various media. Three primary colours have been developed, which comprise the "One Voice" colour scheme.

Consistent use of these colours will contribute to the cohesive and harmonious look of the SFT brand identity across all relevant media. Check with your designer or printer when using the corporate colours that they are always consistent.

PRIMARY COLOUR SYSTEM

Explanation:

SFT has 3 official colours: Green, Blue and Grey. These colours are a recognisable identifier for the company.

Usage:

Use them as the dominant colour palette for all internal and external visual presentations of the company.



PRIMARY COLOUR GREEN

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COLOUR CODES

CMYK : C55 M0 Y92 K0
Pantone : 7488 U
RGB : R134 G189 B59
Web : #86bd3b



PRIMARY COLOUR BLUE

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COLOUR CODES

CMYK : C70 M15 Y0 K0
Pantone : 298 U
RGB : R54 G169 B225
Web : #36a9e1



PRIMARY COLOUR GREY

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COLOUR CODES

CMYK : C60 M50 Y45 K15
Pantone : 432 U
RGB : R112 G111 B116
Web : #706f74



CMYK : C55 M0 Y92 K0
RGB : R134 G189 B59
Web : #86bd3b



CMYK : C0 M30 Y80 K0
RGB : R251 G188 B67
Web : #fbbc43



CMYK : C70 M15 Y0 K0
RGB : R54 G169 B225
Web : #36a9e1



CMYK : C50 M90 Y15 K5
RGB : R145 G53 B122
Web : #91357a



CMYK : C60 M50 Y45 K15
RGB : R112 G111 B116
Web : #706f74



CMYK : C0 M70 Y100 K0
RGB : R236 G102 B8
Web : #ec6608