



Brand Guidelines

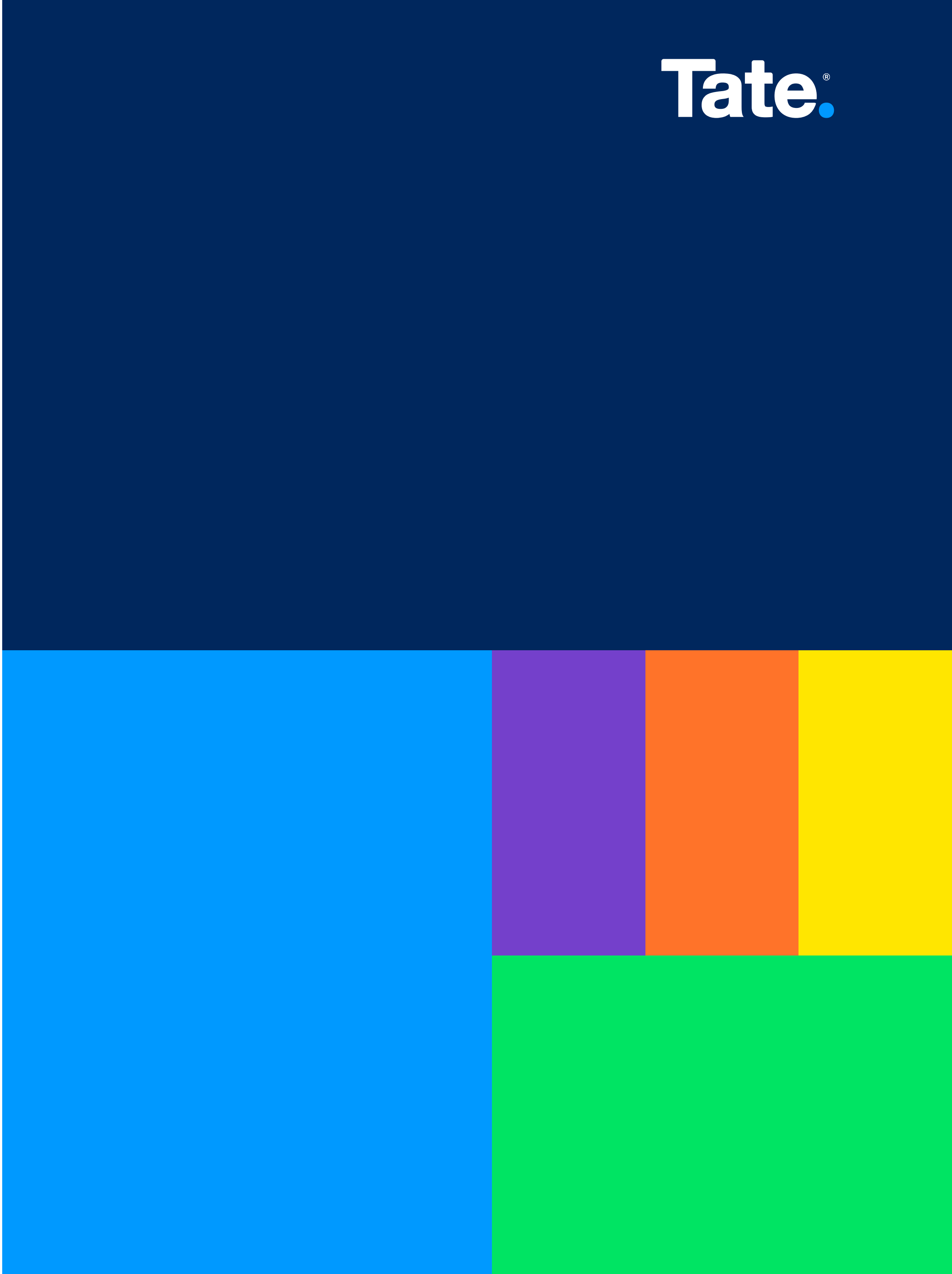
Brand Colour

About

Colour has the unique ability to establish the overall look and feel of the brand in an instant. Our brand has two primary colours (Oxford & Capri Blue) that should dominate our communications. These colours when used in combination, will increase brand awareness and recognition. Our brighter secondary palette will help to inject energy and enthusiasm while underscoring our brand attributes and enhance usability across all platforms.

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Primary Palette

Oxford & Capri Blue

Tate’s primary colours Oxford and Capri blue serve as the fundamental palette that works across the entire remit of our collateral.

These colours form the foundation of Tate’s expression. When complemented by the secondary palette (page 13), they add a distinctive personality to our communications. Primary colours should not be used in tints to maintain brand consistency.

It is important to maintain a proper ratio of colour throughout our collateral which will be outlined on the ratio section within our brand guidelines (page 15).

White Space

We refer to the unprinted areas of a layout that have intentionally been left blank as ‘white space’. This ‘white space’ is also an integral part of the Tate’s visual language. It promotes clarity.

White is also an important part of our identity. Using white sufficiently across our communications maintains a clean and clear approach.



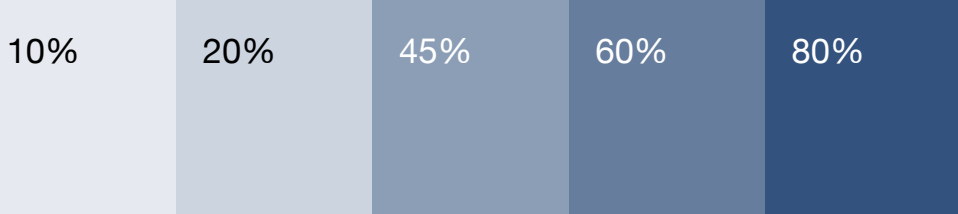
OXFORD BLUE

R: 0
G: 39
B: 93

C: 100
M: 87
Y: 38
K: 29

00265C

Pantone 282 C



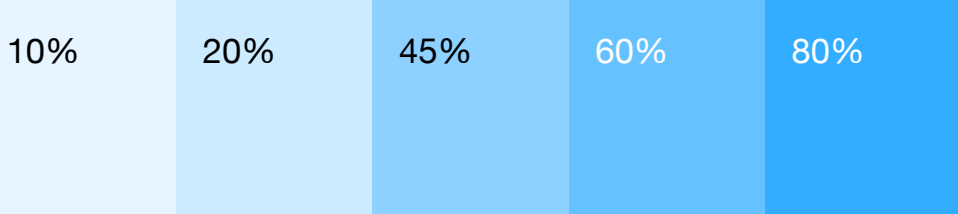
CAPRI BLUE

R: 0
G: 153
B: 255

C: 73
M: 35
Y: 0
K: 0

#0099FF

Pantone 801 C



Secondary Palette

Accent Colours

Accent colours are intended to add variation and flexibility to our communications. These colours should be used sparingly and must never dominate a design piece. Their primary application is for infographics, such as graphs, diagrams, or highlighters.

Colours can be presented in tints to provide a broader range of colour options.

The next page will illustrate how to use Tate’s Accent Colours.

Recessive Colour

Our Tate Grey will act as a recessive colour which can be used to set the entire mood of the design or create a sense of depth.

The Tate grey will be used for backgrounds in visuals, as a “neutral” in a colour scheme, or to emphasize a focal point.

TATE GREY

R: 237
G: 237
B: 237

EDEDED

C: 0
M: 0
Y: 0
K: 10

Pantone 427 C

DARK GREY

R: 29
G: 29
B: 27

1D1D1B

C: 0
M: 0
Y: 0
K: 80

Pantone 433 C

PURPLE

R: 70
G: 0
B: 186

4600BA

C: 90
M: 87
Y: 0
K: 0

Pantone 273 C

ORANGE

R: 255
G: 115
B: 41

FF7329

C: 0
M: 65
Y: 64
K: 0

Pantone Warm Red C

YELLOW

R: 250
G: 230
B: 0

FFE600

C: 3
M: 3
Y: 91
K: 0

Pantone 012 C

GREEN

R: 0
G: 228
B: 99

00E463

C: 67
M: 0
Y: 81
K: 0

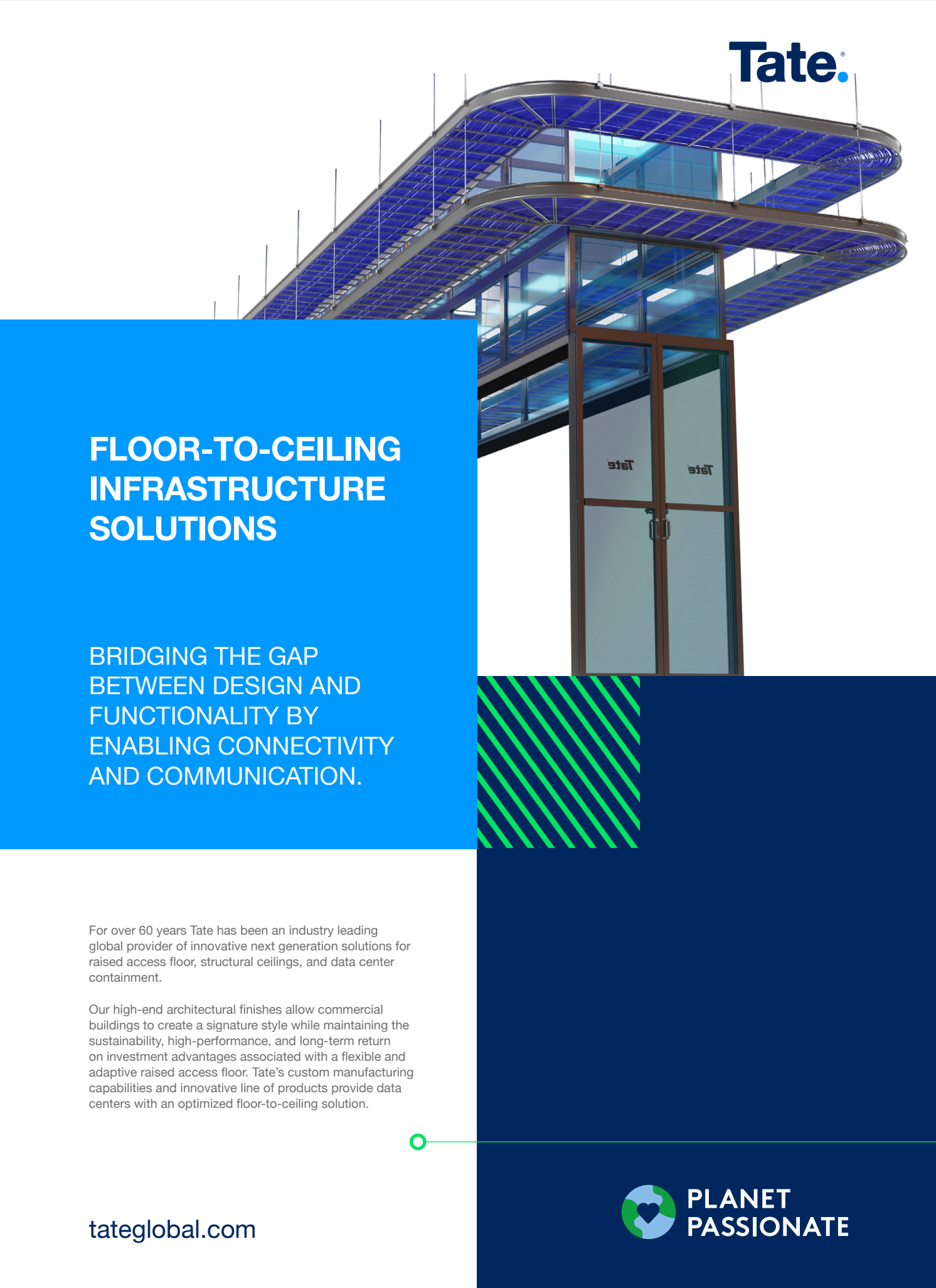
Pantone 802 C

Accent In Action

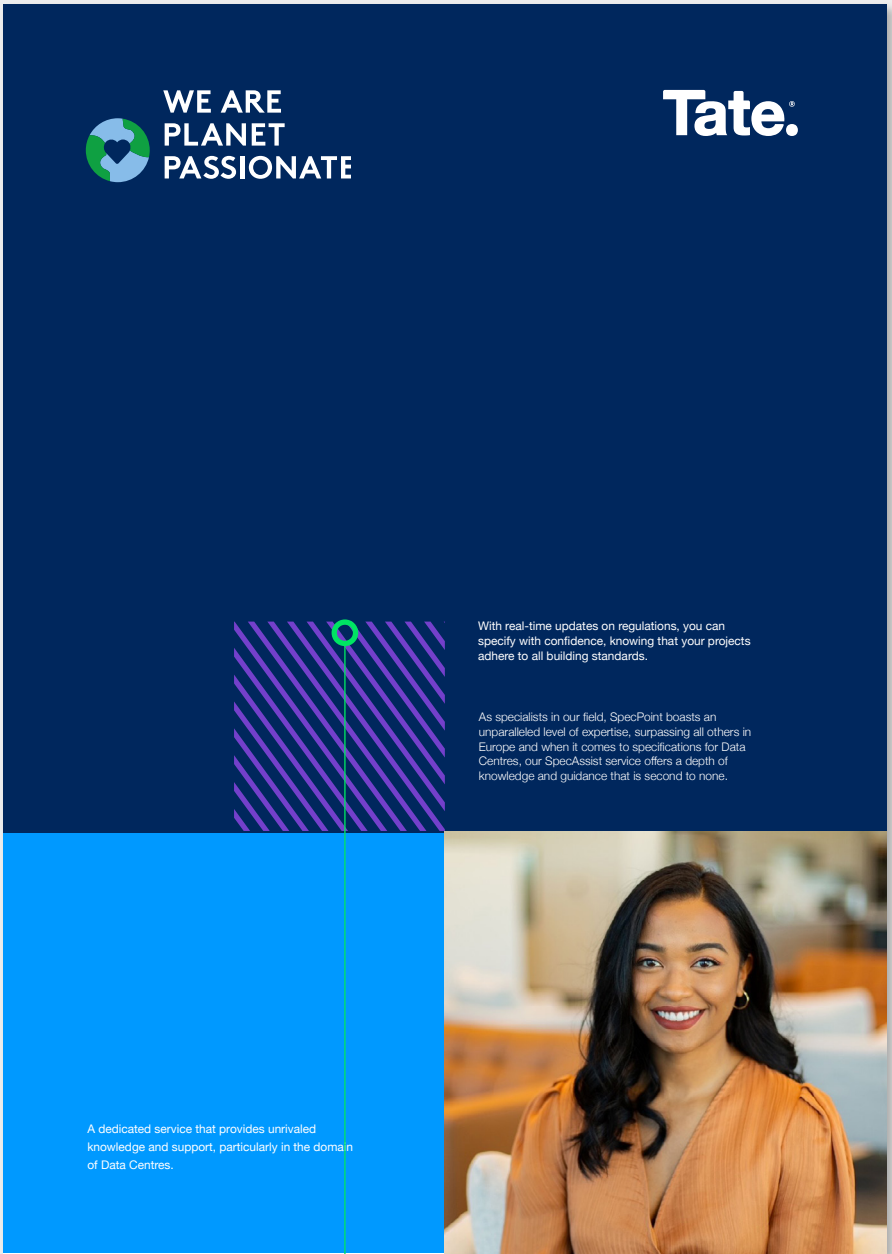
Accent Colours

As seen in the adjacent examples, colours are used in a limited and considered manner, complementing rather than competing with the primary colours. The next page will explain how to maintain colour balance in Tate’s visual communications.

It is recommended to use only one accent colour in Tate’s collateral; however, this is left to the designer’s discretion.



Orange text is employed along with the branding device to add depth and to the design.



To maintain contrast and legibility the secondary text is in white.

Colour Ratio

Primary Colours

When using the two blues it is important to maintain a balance.

The Oxford blue must maintain predominance within our collateral.

The Capri blue must never dominate or exceed more than 50%.

Secondary Colours

Due to the vivid nature of the secondary palette it is important to use the colours in a restrained and considered manner.

While at the discretion of the designer it is recommended to employ only one of the secondary palettes and should not exceed 10% of the spread.

When using only the Oxford and Capri blues the maximum weight of the Capri blue is 50%.

When using both blues the Capri Blue must not exceed 50%.

The recommended ratio is 60% Oxford Blue, 30% Capri Blue, and 10% of the accent colour.

Colour Ratio

Applications

Here we can see how the colour ratios work in action for Tate collateral. As we can see the Capri never exceeds the Oxford blue and the secondary colour.

> 50% of
spread



< 50% of
spread

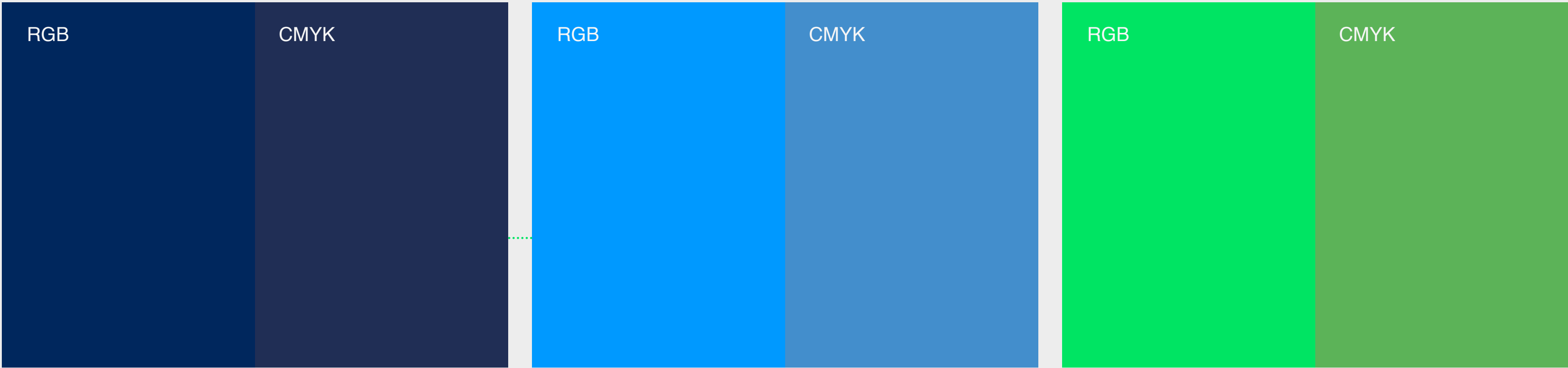
< 10% of
spread



Digital (RGB) vs Print (CMYK)

Colour Comparisons

Given the brand’s prominent use in digital platforms, these guidelines have been developed around the RGB color model to ensure maximum vibrancy and consistency across all screen-based applications. However, please note that when printing in CMYK, our colour palette will appear less vibrant and duller compared to the vividness seen on an RGB display. Please see visual comparison below.



EXAMPLE OF RGB



EXAMPLE OF CMYK

Thank You

For any questions relating to the brand guidelines,
please contact Climate Design Studio at:

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