



# Colour Palette

In order to make sure that the corporate logo prints consistently, Pantone 7455 should be used for the wordmark in print applications wherever possible. If Pantone colours are not available, the appropriate four –colour process colour (CMYK) should be used. Other formulations are shown as well.













Keep in mind that the colours shown in this guide may not be exact – please use the Pantone Matching System (PMS) for exact colours.

## Primary Colour

Corporate Blue		Pantone (coated paper)	Pantone (uncoated paper)	CMYK	RGB	HEXADECIMAL
	Purple/Blue	7455 C	7455 U	90 60 0 0	64 96 175	4060AF
Accent Blue		Pantone (coated paper)	Pantone (uncoated paper)	CMYK	RGB	HEXADECIMAL
	Darker Blue	298 C	298 U	68 3 0 0	61 183 228	3DB7E4

## Secondary Colours

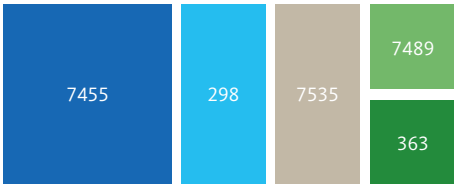
When producing St. Michael's materials in colour, secondary colours that complement the corporate blue will add visual interest and flexibility.

		Pantone (coated paper)	Pantone (uncoated paper)	CMYK	RGB	HEXADECIMAL
	Light Green	7489 C	7489 U	55 2 75 5	115 175 85	73AF55
	Dark Green	363 C	362 U	78 5 98 24	60 138 46	3C8A2E
	Light Purple	521 C	521 U	35 49 0 0	171 138 184	AB8AB8
	Dark Purple	513 C	248 U	56 98 0 0	142 37 141	8E258D
	Light Orange	715 C	144 U	0 46 85 0	246 146 64	F69240
	Dark Orange	7417 C	1665 U	0 80 80 0	220 80 52	DC5034
	Yellow	134 C	128 U	0 11 56 0	251 212 118	FBD476
	Yellow Ochre	131 C	131 U	3 36 100 6	206 142 0	CE8E00
	Pale Yellow	7401 C	7401 U	0 5 25 0	241 227 187	F1E3BB
	Light Taupe	7534 C	7534 U	4 4 13 8	215 211 199	D7D3C7
	Medium Taupe	7535 C	7535 U	7 10 22 20	190 185 166	BEB9A6
	Dark Taupe	7536 C	7536 U	11 13 30 32	170 163 142	AAA38E

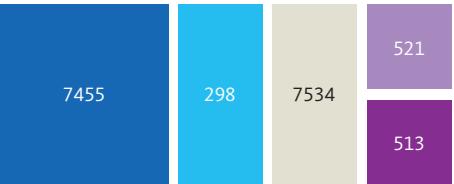
# Possible Colour Combinations

Below are four possible colour combinations which may be used for any St. Michael's materials.

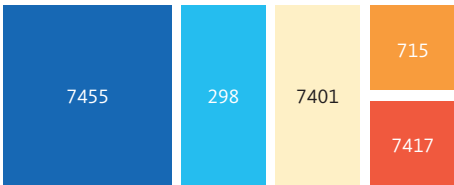
Combination 1



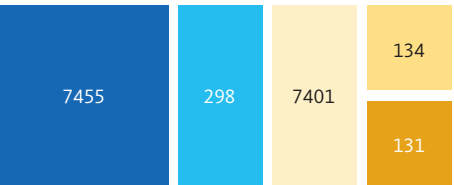
Combination 2



Combination 3

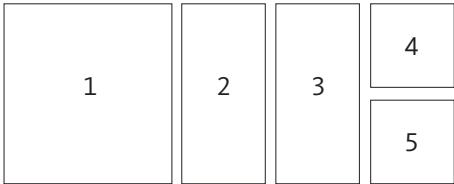


Combination 4



**NOTE:** Numbers in swatches indicate Pantone coated values

## Colour Hierarchy Guide



- 1. Primary corporate blue (most dominant)
- 2. Primary Accent blue
- 3. Secondary neutral
- 4. Secondary accent (light)
- 5. Secondary accent (dark)