

1.6 CORPORATE IDENTITY - CORPORATE COLOUR

Corporate colour is a significant and prominent equity within the corporate identity system. Therefore, the correct use of corporate colours is crucial to the integrity of the brand expression.

IPC Blue and IPC Orange are IPC's primary identity colours. They combine to create the gradient that appears in our corporate identity.

IPC Dark Grey is used for body text, information and other content,

providing a contrast to the dynamic colours of our visual system.

Our remaining colours - IPC Red, Dark Blue, Yellow and Cyan can be used as accent colours for text, lines or graphics within our visual system.

Corporate identity

Colour breakdown

<div><div>IPC Grey</div><div>Pantone 432C C65 M43 Y26 K78 R51 G63 B72</div></div>	<div><div>IPC Red</div><div>Pantone 485C C0 M95 Y100 K0 R218 G41 B28</div></div>	<div><div>IPC Orange</div><div>Pantone 717C C0 M70 Y100 K0 R212 G93 B0</div></div>	<div><div>IPC Yellow</div><div>Pantone 124C C0 M30 Y100 K0 R234 G170 B0</div></div>
	<div><div>IPC Dark Blue</div><div>Pantone 281C C100 M85 Y5 K36 R0 G32 B91</div></div>	<div><div>IPC Blue</div><div>Pantone 3005C C100 M25 Y0 K0 R0 G119 B200</div></div>	<div><div>IPC Cyan</div><div>Pantone 2995C C80 M0 Y0 K0 R0 G169 B224</div></div>