

# Advertising & Promotional Guidelines

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# Company Colours

Primary Colour



Secondary Colours



	70%	50%	30%	PANTONE®	CMYK	RGB	HEX	RAL	3M Schotchcal™
<b>Primary Colour</b>									
CM Dark blue				295	100/70/0/49	0/46/95	#002e5f	5003 Sapphire blue	50-90
<b>Secondary Colours</b>									
CM Dark grey (silver)				877 (silver) Cool Gray 9	5/0/0/63	116/118/119	#747679	9022 (silver) 7042 Traffic grey A	50-58 (silver) 50-94
CM Light grey				Cool Gray 4	3/0/0/29	189/189/189	#bdbdbd	7035 Light grey	50-93
CM Gold				872	30/41/84/9	141/116/74	#8d744a	1036 Pearl gold	50-54

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# Company Logo











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# Company Font

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Avenir Next LT Pro  
Regular

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789?!@&%\*

Avenir Next LT Pro  
Demi

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789?!@&%\*

Avenir Next LT Pro  
Bold

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789?!@&%\*

Avenir Next LT Pro  
Heavy

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789?!@&%\*

