

## Variations

To ensure the visual identity has adequate visual clarity when being applied on print and online applications, it is recommended that the visual identity always maintain a safe white space around it. This space is required around the entire visual identity. No other text or imagery can come into this space. This rule applies to all visual identity variations on the next page.

The figure to the right displays how this space is derived from the visual identity. The unit of measurement, is equivalent to the teal bar within the visual identity.



## COLOUR STORY

### Colour Conversions

Not all mediums use colour the same way. For a colour to look consistent in display, it must be properly converted to the appropriate colour mode for that medium. When printing your colours, it is very important to always use the Pantone Matching System and original Pantone swatches. When Pantone cannot be used, the proper CMYK conversions will ensure consistency. For web and other digital applications, the appropriate colour mode is RGB and the supplied RGB conversions may be used.

### Primary Colour Story



PANTONE® 7465 C  
**C** 50 **M** 0 **Y** 25 **K** 0  
**R** 122 **G** 204 **B** 200  
HEX# 7ACCC8



PANTONE® 187 C  
**C** 0 **M** 100 **Y** 79 **K** 20  
**R** 196 **G** 18 **B** 48  
HEX# C41230



**C** 68 **M** 62 **Y** 58 **K** 46  
**R** 65 **G** 64 **B** 66  
HEX# 414042