

NEWCREATIONS®

SIDING & WINDOWS

COLOUR PALETTE

it is important to employ the correct CMYK, RGB or HEX values ensure proper colour consistency. Be aware that there will be some differences in how colours are portrayed when used in different instances such as pantones (PMS) vs. web applications (RGB) but use of the values provided will allow for the closest match.



PANTONE
P 108-16 C

CMYK 100 52 0 60
RGB 0 52 97
HEX #003461



PANTONE
P 114-5 C

CMYK 65 12 0 31
RGB 47 133 172
HEX #2F85AC

SOCIAL MEDIA ICON

Avatar graphic provided to be used on social media sites such as Facebook, Twitter, Google+ and LinkedIn.



LOGO SPACING

For maximum legibility and prominence, the logo should have a minimum white space around it equal to one third its height.



LOGO COLOUR VARIATIONS

When the full colour logo is not suitable on specific backgrounds, use the alternative colour variations provided including black, reverse and greyscale.

