

This section outlines
our brand colours and
how best to use them.

2.2

Primary Colours

Black and white are to be used predominantly throughout the brand.



BLACK



WHITE

2.1

Secondary Colours

To provide versatility, secondary colours can be used. These are mainly to exist digitally or in special print contexts.

NATURAL GREY

NATURAL SLATE

2.3

Colour Codes

BLACK

WHITE

NATURAL GREY

NATURAL SLATE

C=0 M=0 Y=0 K=100
R=0 G=0 B=0
#000000

C=0 M=0 Y=0 K=0
R=255 G=255 B=255
#FFFFFF

C=7 M=7 Y=9 K=10
R=223 G=219 B=216
#DFDBD8
PANTONE Cool Gray 1 U

C=7 M=11 Y=10 K=93
R=46 G=43 B=43
#2E2A2A
PANTONE Neutral Black U

2.4

Colour Ratio

An approximate ratio of how the colours are to be used across the brand. Use discretion.



2.5

Logos in Colour

Where possible, the logo is to exist in black and white. In special instances the logo may appear in natural grey.



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