DAVID REID HOMES COLOUR

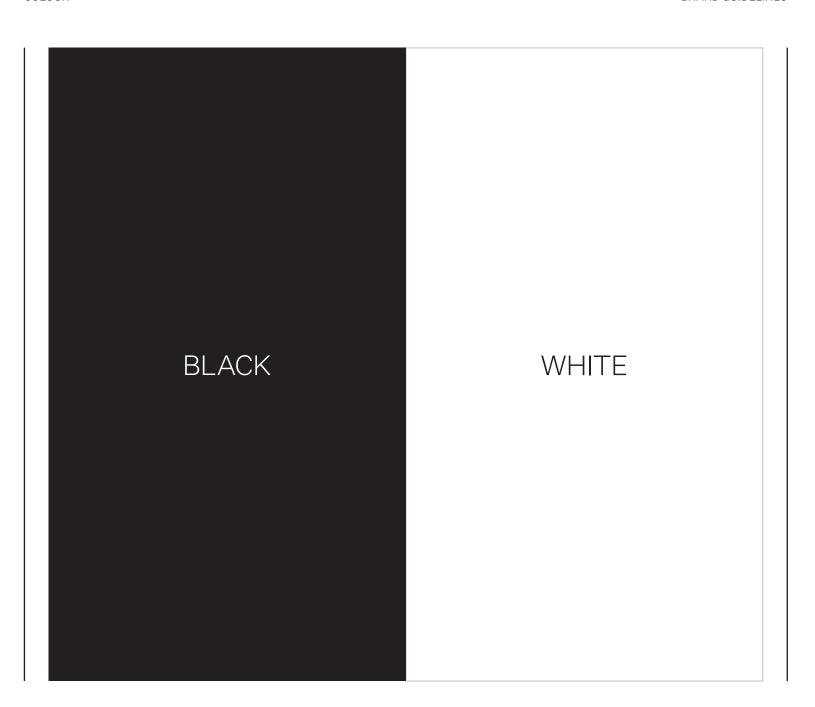
This section outlines our brand colours and how best to use them.

20 COLOUR BRAND GUIDELINES

2.2

Primary Colours

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



2.1

Secondary Colours

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



22 COLOUR BRAND GUIDELINES

2.3				
	BLACK	WHITE	NATURAL GREY	NATURAL SLATE
Colour Codes				
	C=0 M=0 Y=0 K=100	C=0 M=0 Y=0 K=0	C=7 M=7 Y=9 K=10 R=223 G=219 B=216	C=7 M=11 Y=10 K=93 R=46 G=43 B=43
	R=0 G=0 B=0	R=255 G=255 B=255	#DFDBD8	#2E2A2A
	#000000	#FFFFFF	PANTONE Cool Gray 1 U	PANTONE Neutral Black U

2.4

Colour Ratio

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



24 COLOUR BRAND GUIDELINES

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.





