

# BRAND ELEMENTS

## Colour for charts, graphs and other data visualization

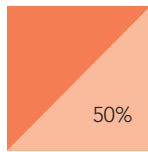
For the most visual impact, It is best to use a limited colour palette rather than all colours from the palette. The only exception to this is for charts and graphs when more colours are needed for separation and distinction between items.

Additional colours can be made by creating tints of 50% opacity. Below are the colours that can be tinted, without diminishing the integrity of the palette.

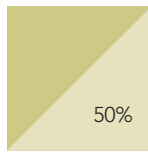
### 01 reflective: tints



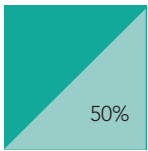
C54M0Y30K0  
R112G200B190  
#70C8BE



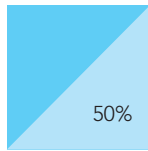
C0M63Y70K0  
R224G108B99  
#F46C63



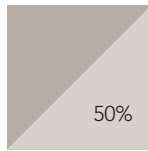
C18M11Y56K3  
R205G200B132  
#CDC884



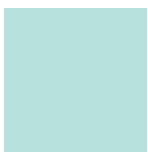
C79M9Y48K0  
R0G169B154  
#00A99A



C53M0Y0K0  
R99G205B246  
#62ccf5



C11M14Y17K22  
R182G174B167  
#b6ada7



C27M0Y14K0  
R184G225B221  
#B8E1DD



C0M73Y43K0  
R242G107B115  
#f16a73

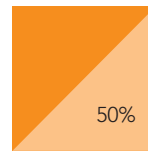


C0M29Y23K0  
R255G183B174  
#FFB7AE

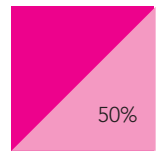
### 02 bright: tints



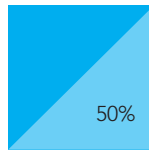
C0M100Y81K4  
R227G24B55  
#e21836



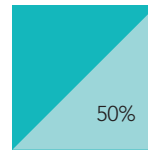
C0M53Y100K0  
R247G142B32  
#f68e1f



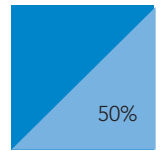
C0M100Y0K0  
R236G0B140  
#ec008b



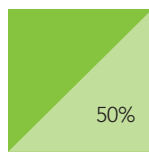
C100M0Y0K0  
R0G174B239  
#00adef



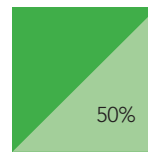
C72M0Y28K3  
R8G188B193  
#07bbc1



C100M35Y0K0  
R0G110B182  
#006eb6



C52M0Y100K0  
R136G197B64  
#87c440



C75M5Y100K0  
R65G173B73  
#40ae49



C0M4Y100K0  
R255G232B0  
#FFE800