

2.1

Primary Colours

The TIFA primary colour palette TOSCA and ORANGE that is bold and vibrant. These colours reflect our diverse landscape of activities. The consistent use of these core colours define and reinforce our distinctive character and should be used on all communications and promotional materials.

We have enlisted the standards of the Pantone Matching System (PMS), which is a universally recognized colour matching system based on lithography printing inks. The colour palette include specific spot colour references for both coated and uncoated paper stocks and process match breakdowns (CMYK) for printing applications with limited budget. Also included are RGB equivalents for use in word processing and presentation software as well as hexadecimal equivalent for emitted light and web applications.

TOSCA

Pantone Uncoated
314 CVU

CMYK
98-27-32-16

RGB
0-87-118

Cemani Toka
TC 3715

ORANGE

Pantone Uncoated
152 CVU

CMYK
2-73-96-0

RGB
188-82-0

Cemani Toka
TC 0715

2.2

Secondary Palette

The Secondary colour palette is designed to support and complement The Primary colour palette. These colour enable flexibility and variety in design.

