

Brand Colours

Primary Palette

The Royal LePage primary brand colours are black, red, and white. To achieve maximum impact, the logo should appear in the correct primary palette colours wherever possible.

A note about white space

Ample white space should be incorporated whenever possible. It opens up the layout, making it clean and easy to read.



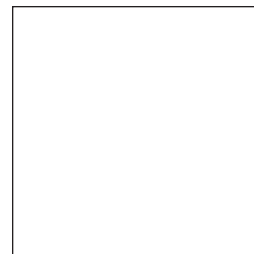
Red

Coated Paper: PMS 185 C
C: 1 M: 100 Y: 92 K: 0
R: 234 G: 0 B: 42
HEX #EA002A



Black

C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
HEX #000000



White

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
HEX #FFFFFF

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Secondary Palette

An additional palette has been developed to complement the brand colours with a fresh and unique look. These colours are to be used with white space to ensure the brand identity remains light and optimistic. With the use of the secondary palette, Royal LePage's use of red becomes more selective and purposeful, thereby increasing the value and importance of our central colour. Please note that the secondary colour palette is **to be used for accent purposes only**. These colours are not to be central focal points of any layout. They are strictly for use to complement the primary colour palette ([see page 17](#)), which is to be the main focus of layouts.



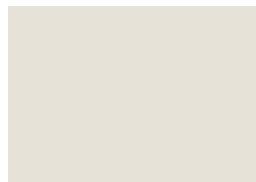
Blue – Pantone 638 C

C: 89 M: 0 Y: 7 K: 0
R: 0 G: 175 B: 216
HEX #00AFD8



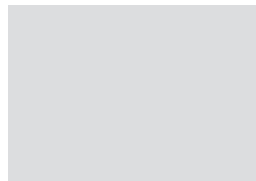
Taupe – Pantone 5855 C

C: 10 M: 5 Y: 37 K: 14
R: 196 G: 193 B: 142
HEX #C4C18E



Stone – Pantone 7534 C

C: 4 M: 4 Y: 13 K: 8
R: 215 G: 211 B: 199
HEX #D7D3C7



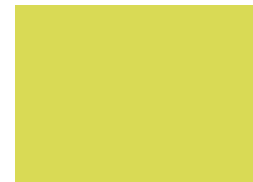
Light Grey

C: 0 M: 0 Y: 0 K: 15
R: 231 G: 231 B: 231
HEX #E7E7E7



Turquoise – Pantone 3258 C

C: 63 M: 0 Y: 32 K: 0
R: 80 G: 201 B: 181
HEX #50C9B5



Apple Green – Pantone 584 C

C: 15 M: 0 Y: 73 K: 1
R: 206 G: 214 B: 75
HEX #CED64B



Warm – Pantone Warm Gray 6 C

C: 11 M: 16 Y: 18 K: 32
R: 165 G: 157 B: 149
HEX #A59D95



Dark Grey

C: 0 M: 0 Y: 0 K: 85
R: 77 G: 77 B: 77
HEX #4D4D4D