

Colours

Introduction

Logos

Colours

- Colour palette
- Colour ratio

Typography

Primary colours

The Primary colours for the 7DAYS EuroCup brand are Blue and Black. These should be used wherever possible, in the ratio outlined on page 10. They have specifically chosen and great care should be taken to maintain brand impact and integrity by always checking the appropriate colour values are correct across all online and printed materials.

Secondary & tertiary colours

Grey is used as a secondary colour to compliment the primary colours. Orange should be used sparingly as a highlight or accent colour; e.g. infographics, charts and other more complex outputs.

Primary colours

7DAYS EuroCup Blue				7DAYS EuroCup Black			
R: 0	C: 100	PMS:	HEX:	R: 0	C: 60	PMS:	HEX:
G: 114	M: 35	285 C	0072CE	G: 0	M: 0	Black 6 C	000000
B: 206	Y: 0			B: 0	Y: 0		
	K: 0				K: 100		

Secondary colour

Tertiary (highlight) colour

7DAYS EuroCup Grey				7DAYS EuroCup Orange			
R: 85	C: 64	PMS:	HEX:	R: 250	C: 0	PMS: 021 C	
G: 85	M: 56	404 C	555555	G: 85	M: 80		
B: 85	Y: 55			B: 0	Y: 100	HEX:	
	K: 31				K: 0	FA5500	