

COLOUR PALETTE

Bold colours evoke powerful emotions. These core blue and accent colours have been chosen to convey a bright, modern and energetic tone. EIA blues are the core colours of the brand palette and apply to all basic brand applications.

When the design works well for the dominant blue to be CYAN blue, then use CYAN. Otherwise, either blue is permitted for brand usage. Ensure legibility and contrast is strong.

ACCENT COLOURS

The accent colours are designed to add visual flair to materials such as brochures, in-terminal posters, and advertisements. These are to be used with discretion. EIA's blues are the primary colours.

APPLICATION

Promotional items and other corporate material are to use the EIA blues primarily. However, in marketing campaigns and other specific instances the accent colours can be used. Please check with Corporate Communications if unsure.

In no instance should the yellow found in the core airstream graphic be used. It only appears as a part of the unaltered core airstream graphic and should never be used as an accent colour separate from it.

EIA primary colour palette:



PANTONE 286C

CMYK
C100 M60 Y0 K6

RGB
R0 G96 B168

HEX
#0060A9



PROCESS CYAN

CMYK
C100 M0 Y0 K0

RGB
R0 G174 B239

HEX
#00AEEF

EIA accent colours (limited use):



PANTONE 206C

CMYK
C0 M100 Y43 K0

RGB
R212 G4 B72

HEX
#D40448



PANTONE 368C

CMYK
C65 M0 Y100 K0

RGB
R98 G187 B70

HEX
#61BB46

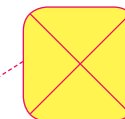


PANTONE 152C

CMYK
C0 M51 Y100 K0

RGB
R222 G117 B0

HEX
#DE7500



In no instance should this yellow be used. It is found only in the core airstream graphic.