

PANTONE COLOURS

Colours are defined by the print industry standard, the Pantone Matching System. Ideally the logo mark should be foil-stamped, using a bright, not burnished, gold foil. The next best thing is to use a metallic ink. Our colours are 872 (Ink Gold Metallic) and Pantone 295 (Blue).

PROCESS COLOURS

You may not always be able to use Pantone® ink. In that case, we request that you use the appropriate corresponding four-color process formulas as shown. "CMYK" identifies the colors used in traditional printing presses and stands for cyan, magenta, yellow and black.*

RGB

The Savoy logo can only be reproduced for onscreen display using the custom value equivalents to the assigned PMS colors. Website, Multimedia presentations, including PowerPoint or any CD-ROM presentation, will use the RGB color system. "RGB," which are red, green and blue.

* It is important to understand that the same ink colour might appear somewhat different on each print job depending on the paper stock selected. Coated and uncoated stocks reflect the colours differently as do different paper finishes and, of course, paper colours.

Brand Colours

PMS (SOLID COATED COLORS)



Pantone 295 (Coated & Uncoated)



Pantone 872 (Coated & Uncoated)

FOUR COLOR PROCESS (CMYK)



C = 100 M = 60 Y = 10 K = 53



C = 100 M = 70 Y = 8 K = 54

R G B



R = 0 G = 60 B = 105

Pantone 2955C / HTML : 003C69



R = 171 G = 132 B = 34

Pantone 1255 C / HTML : AB8422