

Guidance on colour systems

Corporate Identity / Brand Guidelines

If your company has Corporate Identity / Brand Guidelines, please send a copy to us. We recognise the importance of brand image and consistent colours for your brand, model, and safety labels.

If you do not have brand guidelines, please select from one of the following colour systems:

Colour systems

Pantone Matching System (PMS)

There are 18 base colours in the range from which all the other colours in the range can be mixed. PMS colours are the most commonly specified for printed labels and nameplates.

RAL

RAL is a European colour matching system which defines colours for paint, coatings, and plastics. RAL Classic is the most well known and widely used systems.

Although not developed for printing, RAL colours are often specified, particularly where customers are wanting to match a painted or powder coated surface or a plastic moulding

CMYK

The CMYK acronym stands for Cyan, Magenta, Yellow, and Key which are the colours used in the printing process. Four-colour process printing uses dots of ink to make up the image from these four colours.

“Key” actually means black. It is called “Key” because it is the main colour used to determine the image outcome.

We can work with other colour systems, for example RGB, BS5252, Munsell, Hex, MOD, but this may involve extra charges for ink mixes.

15/03/2022