
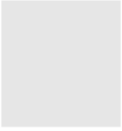






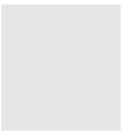











COLOUR GUIDELINES

	DIGITAL USE	PRINT USE			
RGB	 Majesty RGB 57.42.73	COATED	Pantone® <i>When printing on coated stock</i>	CMYK <i>When printing on coated stock</i>	
	 Fog RGB 230.230.230		 Majesty P 275 C	 Majesty CMYK 100.100.7.56	
	 Violet RGB 127.87.134		 Fog P 5315 C	 Fog CMYK 10.7.1.4	
HEX	 Majesty #392a49	UNCOATED	Pantone® <i>When printing on uncoated stock</i>	CMYK <i>When printing on uncoated stock</i>	
	 Fog #e6e6e6		 Majesty P 275 U	 Majesty CMYK 86.92.1.4	
	 Violet #7f5786		 Fog P 5315 U	 Fog CMYK 4.4.0.4	
				 Violet P 2623 C	 Violet CMYK 75.100.8.26
				 Violet P 2613 U	 Violet CMYK 57.89.0.2

Note: Majesty can be used as a transparent overlay or shade.
Please use the digital values for back-lit display and the print values as a starting point for printed media. The values are optimally chosen for these two applications.



PRINT GUIDELINES

Brand	Specifications	Paper Stock (Cover)	Paper Stock (Internal Pages)	Print instructions
BROCHURE				
Westholme	A4 16pp Booklet	250gsm Rives Tradition Bright White	148gsm Strathmore Premium Ultimate White	Debossed logo on cover CMYK + 1 PMS colour (275U) print
PRESENTATION FOLDER				
Westholme	Presentation Folder (Crystal 2014 Die)	320gsm Rives Tradition Bright White	N/A	Debossed logo on cover CMYK + 1 PMS colour (275U) print
POSTER				
Westholme	A3 single side	320gsm Rives Tradition Bright White	N/A	CMYK + 1 PMS colour (275U) print
MSA CARD				
Westholme	Folding palm card	250gsm Rives Tradition Bright White	N/A	CMYK + 1 PMS colour (275U) print
CHEFS CUT BOOKLET				
Westholme	A4 Booklet	250gsm Rives Tradition Bright White	148gsm Strathmore Premium Ultimate White	Debossed logo on cover CMYK + 1 PMS colour (275U) print

