

Colour Palette

VIBRANT MESSAGING

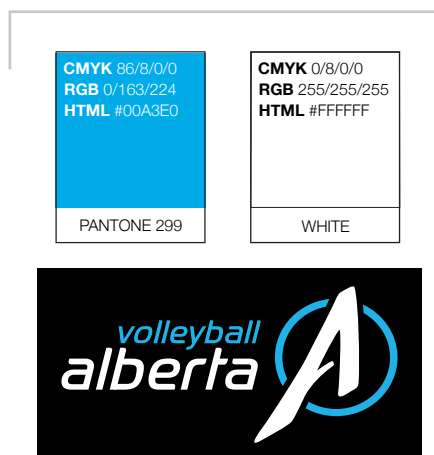
The colours chosen have been selected to both acknowledge the history of the association's image as well as evolve for the new generation. A set of blues have been chosen to be both vibrant and impactful.

In order to ensure the blue of the logo contrasts well on black/dark colours a secondary blue has been chosen specifically for it's use on black backgrounds. There are also reverse options that are available when colour contrast is an issue.

Corporate Colours on WHITE



Corporate Colours on BLACK



Corporate Reverse Option



Corporate Full Reverse Option

