

2: CORE GRAPHIC ELEMENTS

2:2:1 COLOURS

CORPORATE

Colours have a major influence over the first impressions of a brand. The Ramirent corporate colours continue to build a strong brand identity and recognition.

Ramirent uses yellow as main colour, with blue and white as additional corporate colours.

These colours are an integral part of our image and brand.

Our main colours have a long Ramirent tradition and are chosen carefully to express a distinct visual identity in all channels and situations. Particularly at construction sites, the yellow and blue help people to navigate and find the right equipment and service which conveys a feeling of safety and trust. The main colours also distinctly separate us from our competitors on the market.

Do NOT use tints of the yellow or blue corporate colour. Tints of black is always allowed, if needed.



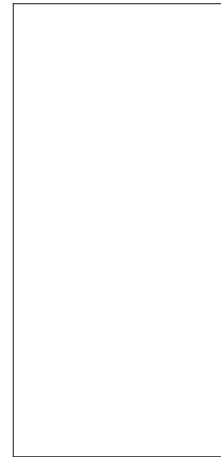
YELLOW

PMS: C; Pantone 109
U; Pantone 108
CMYK: 0/10/100/0
RGB: 255/217/0
RAL: 1021
NCS: S 0580-Y10R



BLUE

PMS: Pantone 294 C + U
CMYK: 100/60/0/20
RGB: 0/56/130
RAL: 5005
NCS: S 3560-R80B



WHITE

PMS: –
CMYK: –
RGB: 255/255/255



BLACK

PMS: Pantone Black
CMYK: 0/0/0/100
RGB: 0/0/0



PMS (Pantone) is used when printing in separate colours (e.g., stationery).

CMYK (Cyan/Magenta/Yellow/Key colour = black) are used in 4-colour printing (e.g., brochures, advertising, etc.)

RGB (Red/Green/Blue) is the scale for screen colours (e.g., web and ppt).

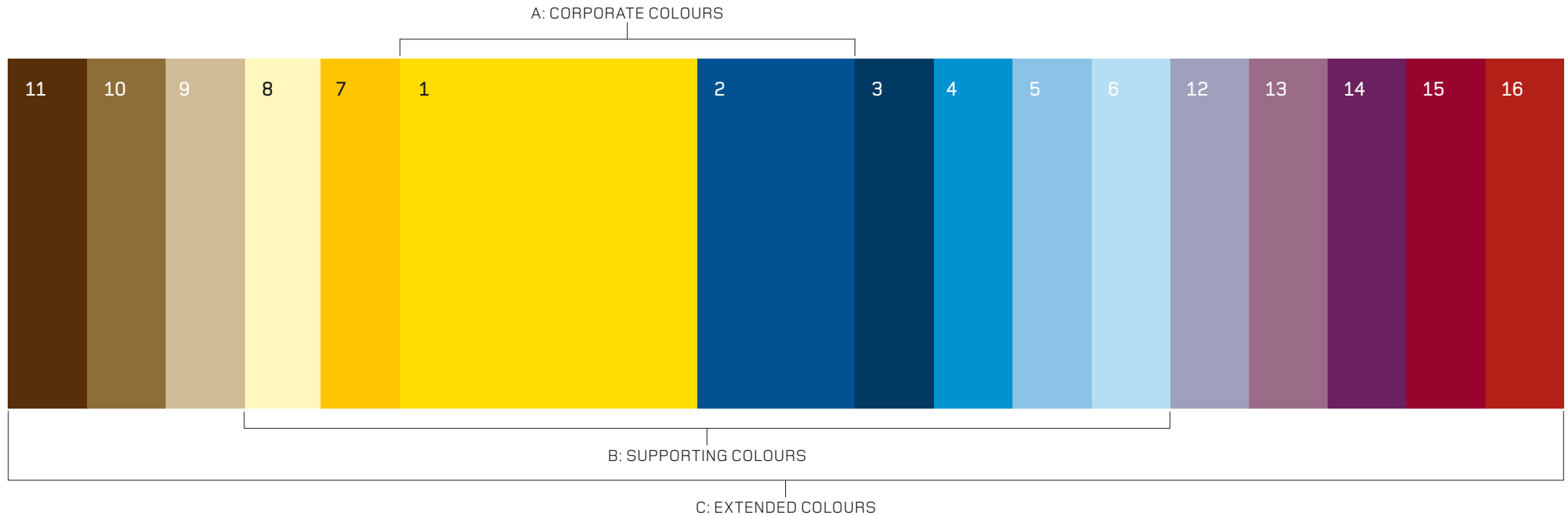
Note: When printing, be sure to use the **CORRECT YELLOW PMS colour-code** according to the actual paper, i.e., C = Coated or U = Uncoated. (See also 2:7 Paper Choice).

2: CORE GRAPHIC ELEMENTS

2:2:2 COLOURS

COMPLEMENTARY

Note: The colour values of CMYK and RGB (except for Corporate colours) relates to Pantone® Color Bridge™ (2005).



<p>1 PMS 109 CMYK 0/10/100/0 RGB 255/217/0</p>	<p>3 PMS 2965 CMYK 100/63/16/78 RGB 0/43/69</p>	<p>5 PMS 292 CMYK 59/11/0/0 RGB 99/177/229</p>	<p>7 PMS 7408 CMYK 0/33/100/0 RGB 242/175/0</p>	<p>9 PMS 7503 CMYK 10/15/45/29 RGB 167/158/112</p>	<p>11 PMS 4625 CMYK 30/72/74/85 RGB 81/43/27</p>	<p>13 PMS 5135 CMYK 37/66/10/31 RGB 134/95/127</p>	<p>15 PMS 202 CMYK 10/100/61/50 RGB 130/36/51</p>
<p>2 PMS 294 CMYK 100/60/0/20 RGB 0/56/130</p>	<p>4 PMS 2925 CMYK 85/21/0/0 RGB 0/152/219</p>	<p>6 PMS 291 CMYK 38/4/0/0 RGB 160/207/235</p>	<p>8 PMS 106, 50% CMYK 0/0/36/0 RGB 255/246/179</p>	<p>10 PMS 7505 CMYK 17/44/59/51 RGB 131/99/68</p>	<p>12 PMS 5285 CMYK 49/43/5/16 RGB 134/131/164</p>	<p>14 PMS 519 CMYK 67/94/9/41 RGB 89/49/96</p>	<p>16 PMS 484 CMYK 8/94/99/34 RGB 152/50/34</p>

Since in some cases it is necessary to widen the colour palette, we have complementary colours which can be used preferably in graphs in Power-Point, printed materials, on the web or in other presentations.

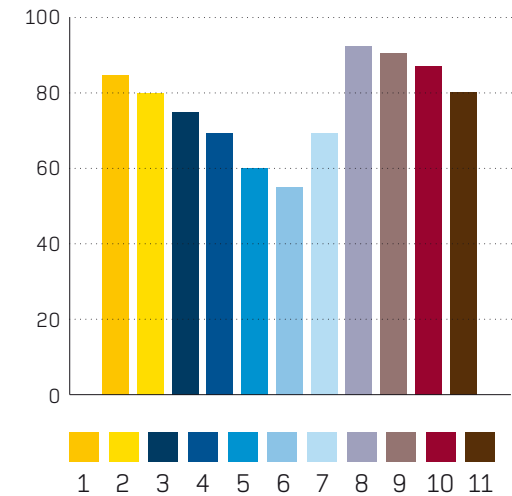
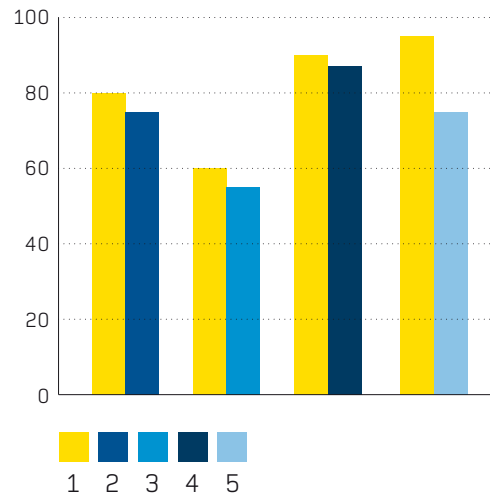
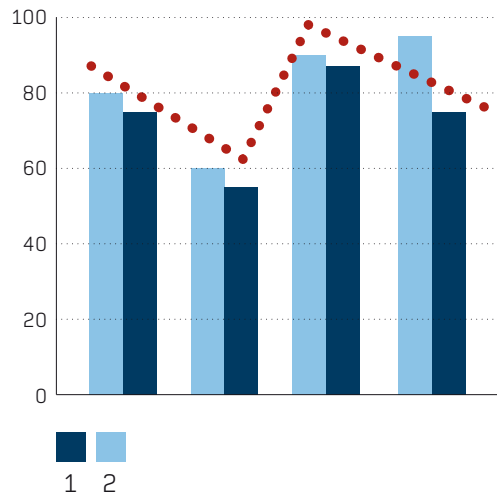
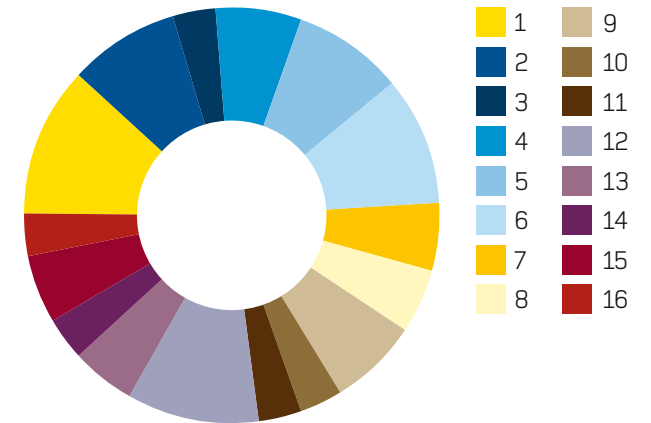
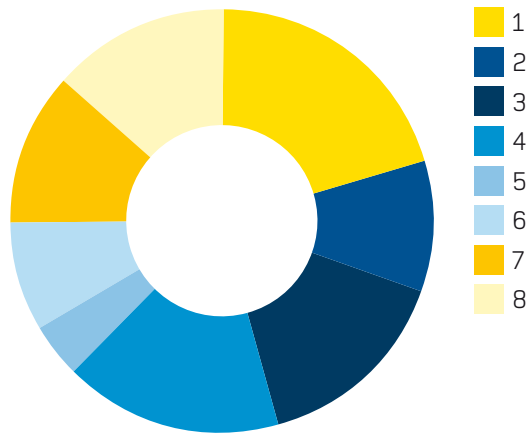
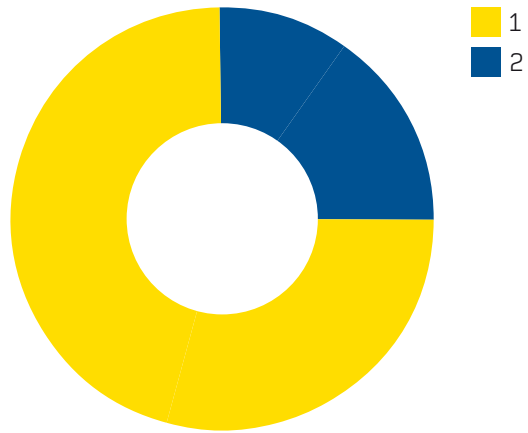
These colours supplement and enhance our brand colours. Do NOT use tints of these colours.

Always use the corporate [A] and theirs supporting colours [B] in the first place.

Then, when needed, use the extended colours [C], for example in more detailed graphs and for 3D environments. (See colours in use on next page.)

Note: The extended complementary colours are designed to be used with care and never to overpower or replace our corporate colours.

2: CORE GRAPHIC ELEMENTS
2:2:3 COLOURS
 COLOURS IN USE IN GRAPHS



Examples of usage of the Ramirent complementary colours in graphs; corporate, supporting and extended colours.

2: CORE GRAPHIC ELEMENTS

2:2:4 COLOURS

IN 3D ENVIRONMENTS

PMS 106, 50% NCS S0560-Y, 50%
PMS 109 NCS S 0580-Y10R
PMS 7408 NCS S1080-Y20R
PMS 7503 NCS S4020-Y20R
PMS 7505 NCS S6020-Y50R
PMS 4625 NCS S8010-Y70R
PMS 2965 NCS S7020-R80B
PMS 294 NCS S3560-R80B
PMS 2925 NCS S1560-R90B
PMS 292 NCS S1050-R90B
PMS 291 NCS S0540-R90B

Our offices, outlets and other working spaces should also express the values and identity of our brand. For this reason, we have a palette of additio-

nal, more muted supporting colours that may be used on walls, doors, furniture and other vital objects that are part of our branded 3D environments.