

# Our colour palette.

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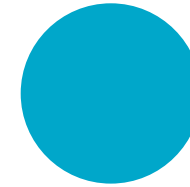
Colour is a powerful visual communication tool. It sets the tone of our voice and personality. We are bright, optimistic, and professional.

## Selected Colours

A colour palette has been designated to represent our brand and complement our values. Consistent use of our colour palette will increase brand recognition and unify our marketing materials.

## Primary Colour

Coast blue is the primary TPI brand colour.

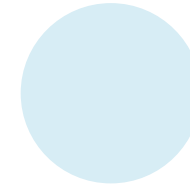


### Coast Blue

Pantone® 2201  
CMYK 84 / 0 / 16 / 0  
RGB 0 / 174 / 214  
HTML 00AED6

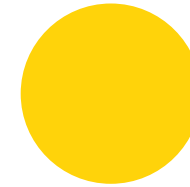
## Support Colours

The supporting colour palette is used to complement our primary colour. Always observe the correct use of colour balance, to ensure the primary colour remains prominent.



### Sky Blue

Pantone® 2201 – 20%  
CMYK 18 / 0 / 4 / 0  
RGB 204 / 238 / 244  
HTML CCEE4

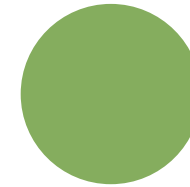
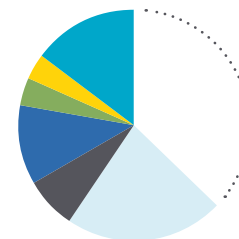


### Sunshine Yellow

Pantone® 109  
CMYK 0 / 9 / 100 / 0  
RGB 255 / 209 / 0  
HTML FFD100

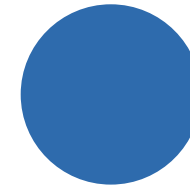
## Colour Balance

The chart below illustrates the correct balance of colour. Using a generous amount of white space provides visual balance and sophistication to our materials.



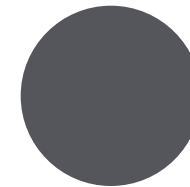
### Lush Green

Pantone® 7489  
CMYK 56 / 2 / 78 / 5  
RGB 116 / 170 / 180  
HTML 74AA50



### Ocean Indigo

Pantone® 2131  
CMYK 87 / 64 / 0 / 0  
RGB 54 / 90 / 189  
HTML 365ABD



### Slate Grey

Pantone® Cool Grey 11  
CMYK 44 / 34 / 22 / 77  
RGB 83 / 86 / 90  
HTML 53565A

# Our typography.

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Typography is the clothing of our message. 'Soleil' has been selected as the TPI brand typeface for its dynamic, contemporary, and approachable qualities.

## Using Soleil

Soleil is to be used whenever possible. Though it is available in a variety of weights and styles – we utilize only Soleil Book, Book Italic, and Extra Bold.

## Soleil – Book

Aa

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890!@#\$%^&\*()\_+

## Soleil – Book Italic

Aa

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890!@#\$%^&\*()\_+

## Soleil – Extra Bold

Aa

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890!@#\$%^&\*()\_+

## Alternative Typeface

In cases where it is not possible to use Soleil, Arial may be used as an alternative.

## Replacement Guide

Soleil – Book	Arial – Regular
Soleil – Book Italic	Arial – Italic
Soleil – Extra Bold	Arial – Bold