

COLOUR PALETTE



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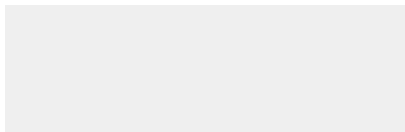
Primary Colour Palette

DCN Light Blue (Bupa Blue)



PMS: Pantone Process Cyan
C 100 M 0 Y 0 K 0
R 0 G 158 B 224

DCN Light Grey



PMS Cool Grey 1
C 0 M 0 Y 0 K 6
R G B

DCN Dark Grey



PMS Cool Grey 11
C 0 M 2 Y 0 K 68
R 113 G 112 B 115

Secondary Colour Palette

DCN Yellow



PMS 123
C 4 M 31 Y 100 K 0
R 225 G 196 B 37

DCN Green



PMS 369
C 59 M 0 Y 100 K 7
R 108 G 179 B 63

DCN Dark Blue



PMS 647
C 100 M 43 Y 0 K 25
R 0 G 86 B 149

Our colour palette reflects a strong and focused approach to colour. These colours have the right balance between brightness and density to stand up in text, colour fields and illustrations, reflecting confidence and clarity.

DCN Light Blue is the primary colour of the Dental Care Network™ brand. It provides a strong base from which white text can be reversed out.

DCN Yellow is the main secondary colour used to make information pop.

DCN Light Grey and DCN Dark Blue are secondary colours used in corporate information documents.

DCN Green reflects the green of the grass used in DCN background imagery. It is to be used sparingly on web and email communications as a background for a breakout block of text.