

The importance of colour

Use of consistent colours establishes and reinforces our brand, therefore it's important that it's consistent.

Our primary colours

Green
Killarney Moss



Pantone 363 C (100%)
CMYK: C78 M24 Y100 K10
RGB: R61 G135 B4
HTML: 3D8704

Blue
Manitoulin Sky



Pantone 314C (100%)
CMYK: C85 M39 Y21 K1
RGB: R15 G128 B167
HTML: 0F80A7

Primary tints & shades

90%	RGB: 80 147 29
80%	RGB: 100 159 54
70%	RGB: 119 171 79
60%	RGB: 139 183 104
50%	RGB: 158 195 130
40%	RGB: 177 207 155
30%	RGB: 205 228 186
20%	RGB: 222 237 209
10%	RGB: 236 243 230

90%	RGB: 39 141 176
80%	RGB: 63 153 185
70%	RGB: 87 166 193
60%	RGB: 111 179 202
50%	RGB: 135 192 211
40%	RGB: 159 204 220
30%	RGB: 183 217 229
30%	RGB: 207 230 237
10%	RGB: 231 242 246

Our accent colours

Additional colours can be used when the green and blue alone don't provide enough visual interest and dimension.



Muskoka Granite
Pantone Cool Gray 10 C
CMYK: C60 M51 Y47 K17
RGB: R104 G105 B109
HTML: 68696D



Temiskaming Blue
Pantone 318 C
CMYK: C43 M0 Y13 K0
RGB: R138 G212 B223
HTML: 8AD4DF



Haliburton Green
Pantone 7714 C
CMYK: C86 M31 Y47 K7
RGB: R0 G129 B132
HTML: 008184



Niagara Cabernet
Pantone 520
CMYK: C69 M90 Y23 K8
RGB: R105 G58 B119
HTML: 693A77



Early Wheat
Pantone 1235 C
CMYK: C0 M34 Y92 K0
RGB: R252 G177 B48
HTML: FCB130



All Shades of Black
100%-10%

Colour breakdown



Tip: Less is usually more and easier on the eyes of our readers.