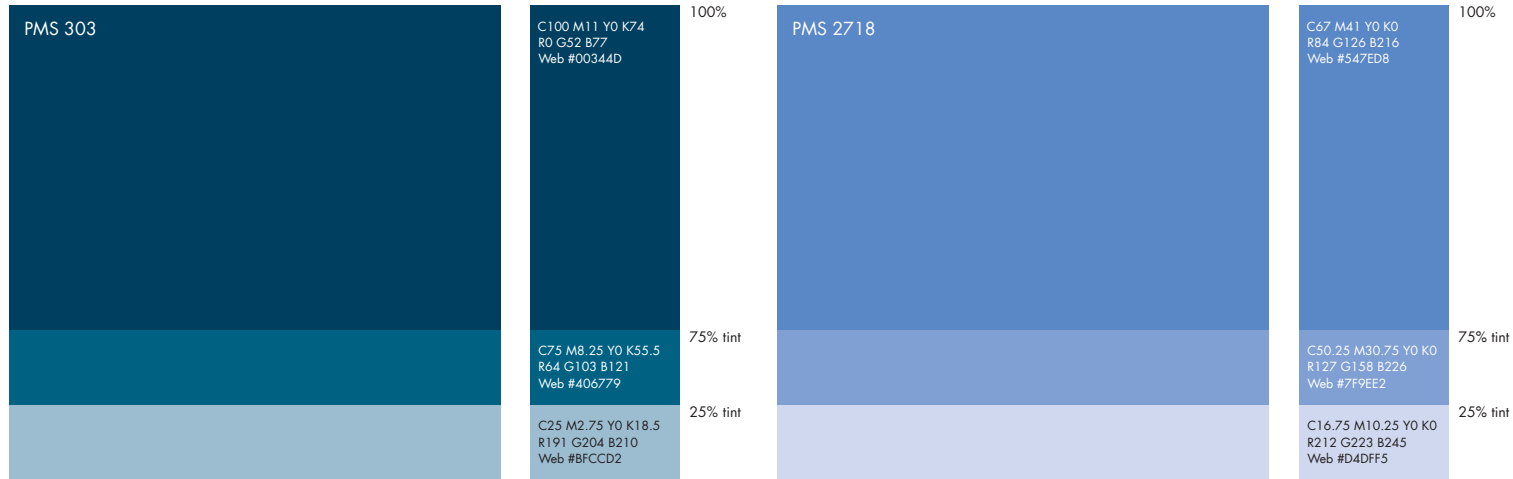


# 2.01 Core corporate colours



### Primary colour

The Wall Street Systems core corporate colours are the Deep Blue, match to Pantone® 303, and the Violet, match to Pantone® 2718. It is important to apply this colour and its Pantone® reference or four-colour breakdown correctly in order to ensure consistency throughout all applications and media.

### On screen

A corresponding colour has been selected from the Web Safe Colour Palette to provide a consistent colour on all on-screen media.

### Colour matching

The colours shown throughout these guidelines are designed as reference only. To colour match always refer to the PANTONE Color Formula Guide.

Printed colour palette sheets showing CMYK references on coated and uncoated are available from Leonie Alsop, please email [Leonie.Alsop@wallstreetsystems.com](mailto:Leonie.Alsop@wallstreetsystems.com)

Wall Street Systems Deep Blue match Pantone® 303

C: 100 M: 11 Y: 0 K: 74  
R: 0 G: 52 B: 77  
Web: #00344D

Wall Street Systems Violet match Pantone® 2718

C: 67 M: 41 Y: 0 K: 0  
R: 84 G: 126 B: 216  
Web: #547ED8

The colour reproduction in this document may not be accurate. Do not use this document for colour matching. Use the Pantone® colour swatches for colour matching on press. PANTONE® is a registered trademark of Pantone Inc.