

Each InOne brand and each endorsed brand has been assigned its own colour. This brand colour appears in its logo and as a dominant colour throughout the brand materials.

Each colour in the company-wide palette was selected for its distinctiveness as well as for its compatibility with the other colours. Therefore each brand is encouraged to utilise, but is not limited to, the company-wide palette.

The Process Colour (CMYK) formulas listed here do not always agree with either direct software conversions or those suggested by Pantone but will produce colour that closely matches the Pantone original. These process colours will not always look correct on a computer monitor but in the medium they were created for, ink on paper, they will work.

