3.2.2 Colour

The Levantine wordmark must always appear in the brand berry colour (fig. a). In scenarios where this is not possible, often when being applied to photographic or busy backgrounds, the wordmark may appear in Levantine Charcoal (fig. b) or pure white. This will depend on the main colours of the background of which the wordmark is being applied to. The Levantine Charcoal must also always be used for any body copy text, including menus, stationery and online communications. There are also four other supporting brand colours (fig. c) which are to be used as part of the bespoke Levantine pattern work, and as highlight colours where necessary.

fig. a

Levantine Berry

PANTONE	RGB
235U	151 0 94

CMYK	SCREEN
5 100 0 40	#97005E

levantine.

fig. b

Levantine Charcoal

PANTONE	RGB
N/A	65 64 66

CMYK	SCREEN
0 0 0 90	#414042

fig. c

1.

PANTONE	RGB
221U	177 0 93

CMYK	SCREEN
0 100 15 30	#B1005D

2.
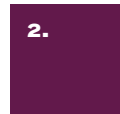
PANTONE	RGB
511U	98 27 75

CMYK	SCREEN
60 100 45 30	#621B4B

3.

PANTONE	RGB
2965U	0 58 99

CMYK	SCREEN
100 38 0 64	#003A63

5.

PANTONE	RGB
3945U	253 239 66

CMYK	SCREEN
3 0 85 0	#FDEF42