

CMF SELECT Sustainability Brand Identity Colourways

Negative CMF SELECT Sustainability version – For dark backgrounds

Use of the correct hero brand identity ensures consistent and clear communication for the brand.



Positive CMF SELECT Sustainability version – For light backgrounds



PLEASE NOTE: Always use the electronic artwork provided. Never attempt to redraw or recreate the elements of the event logo.

CMF SELECT Sustainability Monotone Colourways



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CMF Select Sustainability

Verdant Green reflects our focus on sustainability. It carries the idea of growth and renewal, and stands for the responsibility we take in protecting resources and building a cleaner, greener future.

Colour

Different combinations of these colours can dramatically change the tone and appearance of our brand so it is important to consider how they work together. Keeping colour consistent is a vital element to our branding. Colour is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our colour palette is applied accurately and consistently.

Print

Where possible, Pantone© colours should be used to print the designs, rather than CMYK. Pantone© colours will provide the maximum amount of consistency. In instances where this is not possible, we have created optimised CMYK values.

Screens

Not all RGB colours render the same online. Therefore we recommend the use of hexadecimal colours when applying colours to screen.

Power Navy

PANTONE® 282 C

CMYK 100 / 70 / 0 / 75
RGB 0 / 31 / 51
HEX #001F33

Verdant Green

PANTONE® 368 C

CMYK 63 / 0 / 92 / 27
RGB 69 / 187 / 15
HEX 45BB0F

Cool Grey

PANTONE® 428 C

CMYK 10 / 0 / 0 / 30
RGB 166 / 177 / 184
HEX #A6B1B8

Off-white

CMYK 8% BLACK

CMYK 0 / 0 / 0 / 8
RGB 237 / 237 / 237
HEX #EDED

Pure White

100% WHITE

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

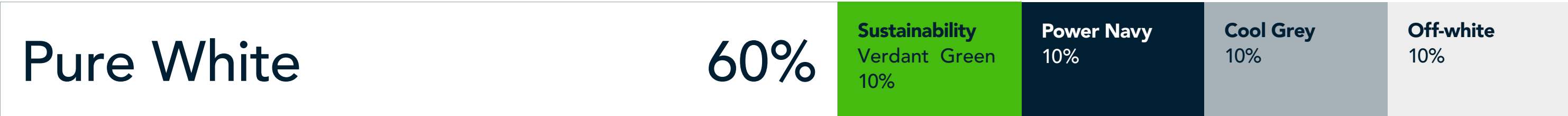
CMF Select Sustainability Colour Palette Usage

The following diagram illustrates the % application of our colours, depending on whether you are creating a layout with a 'Power Navy' or 'Pure White' background.

When ‘POWER NAVY’ is the hero colour, the application percentage of colours should reflect the following:



When ‘PURE WHITE’ is the hero colour, the application percentage of colours should reflect the following:



CMF Select Sustainability Hero Image

The hero image places our green arrow motif within a natural coastal setting, where land meets sea. It connects the brand to the environments we aim to protect and reflects our role in supporting a more sustainable future.



International Colour Palette Overview

Our international events (CMF Select) in New York, Shanghai, and London have been assigned an alternative accent colour to positively differentiate them from their Riyadh (Capital Gold) event counterpart. Our Sustainability edition follows the same approach, assigned Verdant Green to reflect its focus.

As per the rationales provided, each assigned colour is (and should be) inspired by something emblematic of that city or theme.

Rationales

-  **Taxi Cab Yellow (NYC)** is a colour synonymous with New York – the city that never sleeps, for its bright lights and iconic taxi cabs.
-  **Skyline Violet (Shanghai)** is inspired by the Shanghai’s neon-lit skyline, where towers and digital light create a bold, forward-looking cityscape, reflecting the city’s modernity and status as a centre of innovation and advanced economy.
-  **Pillar Box Red (UK)** is a colour synonymous with London, since it references their iconic pillar boxes, old telephone boxes and red London buses.
-  **Verdant Green (Sustainability)** reflects our focus on sustainability, carrying the idea of growth and renewal while standing for the responsibility we take in protecting resources and building a cleaner, greener future.



Shanghai
Skyline Violet

PANTONE® 2725 C
CMYK 63 / 74 / 0 / 0
RGB 95 / 59 / 227
HEX #5F3BE3



London
Pillar Box Red

PANTONE® 185 C
CMYK 0 / 93 / 79 / 0
RGB 255 / 0 / 0
HEX #FF0000



Sustainability
Verdant Green

PANTONE® 368 C
CMYK 63 / 0 / 92 / 27
RGB 69 / 187 / 15
HEX #45BB0F