

Pantone colours should be used where possible. Other colour recipes should be limited to when Pantone colours are not available

Using colour



The Bunzl corporate colour palette is based on the colours of the Bunzl logo. When specifying colours always use the Pantone reference system. The Bunzl colours are: Pantone 281 (blue), Pantone 368 (green).




The same Pantone reference is used for printing on coated and uncoated stock and your supplier should choose the appropriate ink variation to suit the type of paper being used.

Where Pantone colours are not available you can print the Bunzl colours using four colour process. The recipes shown in the table opposite should be used. At first sight these logos may appear to be identical, but they are in fact very different. The use of an incorrect logo may only become apparent when it is too late.

When producing media online, such as websites and other electronic material, RGB and web safe versions of the Bunzl colours will be necessary to represent our colours on-screen. The recipes shown in the table opposite should be used.

Some signage may be produced using the RAL colour reference system. Please use the RAL codes in the table opposite when specifying the Bunzl colours.

Colours	Colour	Pantone	CMYK	RGB	Web #
	 Bunzl Blue	281c	100, 84, 5, 36	0, 32, 91	00205B
	 Bunzl Green	368c	65, 0, 100, 0	120, 190, 32	78BE20

Secondary Colours	Colour	Pantone	CMYK	RGB	Web #
(Associated with CLEAN section)	 Grey	431c	45, 25, 16, 59	91, 103, 112	5B6770
(Associated with SAFE section)	 Red	1805c	5, 96, 80, 22	175, 39, 47	AF272F
(Associated with SMART section)	 Orange	124c	0, 30, 100, 0	234, 170, 0	7AC142