

SEPTEMBER 2004

## SIMPLIFIED COLOURS FOR RESENE COLOUR LOGO

The blues tonal range has been simplified to lighten the righthand part of the colour spectrum.

The second red now has a standard Resene colour name to match to. Please always match to the colour names below. These colours shown are still to be blended to give a smooth transition from one colour to the next.

The drop shadow is a recent addition to the standard Resene colour logo to add clarity and impact with the minimum of fuss.

