

CAPRAL BRAND LOGOS
REFERENCE GUIDE

Capral’s new Brand logos

This guide provides a visual reference to the new brand logos.
It showcases each brand logo with its colour reference.

The logos should always be used as shown and not altered.
Variations of the logos have been created to accommodate most needs.

All logos have been provided in a variety of file formats.

Refer to the table below for the most suitable file format of various applications.

LOGO FILE FORMATS					
File extension reference	Internal documents (Word, PPT, Excel)	Websites Digital Applications	External printing (Brochures / Signage etc.)	Transparent background	Scaleable without loss of quality
.png	✓	✓		✓	
.jpg	✓	✓			
.ai			✓	✓	✓
.eps			✓	✓	✓
.pdf			✓	✓	✓
.svg		✓			
.dxf	CAD File				

URBAN LOGO
WINDOWS AND DOORS

PRIMARY LOGO

Our primary brand mark should always be used where possible and appear in full colour.

For all other applications use logos shown here:

- Black only
- White only
- White with brand colour



CO-BRAND LOGO

When the brand logo needs to appear with the Capral logo, please use the Co-Brand logo as shown here. Do not create your own version as logos must appear at this ratio. Capral logo must always appear in black, not Green.



SECONDARY LOGO

This logo should only be used where space doesn't allow for the use of the primary logo.

The icon graphic must always appear in this size ratio, and always to the right of the logo.



BRAND COLOURS



COLOUR MODE	GREY	ORANGE
PMS/Pantone	PMS 418	PMS 144
CYMK	C62 M53 Y63 K35	C0 M51 Y100 K0
RGB	R84 G85 B75	R247 G146 B29
Hex Code (web)	54554b	f7921d

URBAN PLUS LOGO
WINDOWS AND DOORS

PRIMARY LOGO

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BRAND COLOURS



COLOUR MODE	GREY	DARK ORANGE
PMS/Pantone	PMS 418	PMS 173
CYMK	C62 M53 Y63 K35	C0 M82 Y94 K0
RGB	R84 G85 B75	R236 G83 B43
Hex Code (web)	54554b	ec532b

AGS LOGO
WINDOWS AND DOORS

PRIMARY LOGO

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CO-BRAND LOGO

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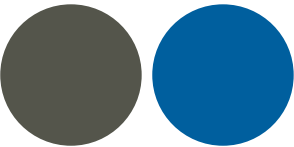
SECONDARY LOGO

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BRAND COLOURS



COLOUR MODE	GREY	BLUE
PMS/Pantone	PMS 418	PMS 2934
CYMK	C62 M53 Y63 K35	C100 M53 Y2 K16
RGB	R84 G85 B75	R0 G95 B159
Hex Code (web)	54554b	005f9f

ARTISAN LOGO
WINDOWS AND DOORS

PRIMARY LOGO

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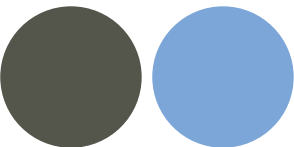
SECONDARY LOGO

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BRAND COLOURS



COLOUR MODE	GREY	BLUE
PMS/Pantone	PMS 418	PMS 7453
CYMK	C62 M53 Y63 K35	C50 M26 Y0 K0
RGB	R84 G85 B75	R125 G166 B216
Hex Code (web)	54554b	7da6d8

FUTURELINE LOGO
WINDOWS AND DOORS

PRIMARY LOGO

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CO-BRAND LOGO

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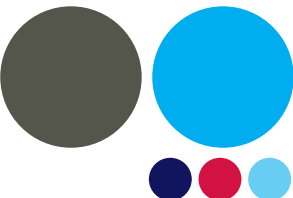
SECONDARY LOGO

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BRAND COLOURS



COLOUR MODE	GREY	CYAN	DARK BLUE	RED	LT BLUE
PMS/Pantone	PMS 418	PMS Process Cyan	PMS 2766	PMS 193	PMS 297
CYMK	C62 M53 Y63 K35	C100 M0 Y0 K0	C100 M94 Y0 K47	C0 M100 Y66 K13	C52 M0 Y1 K0
RGB	R84 G85 B75	R0 G174 B239	R18 G23 B94	R210 G18 B66	R103 G205 B242
Hex Code (web)	54554b	00aef	12175e	d21242	67cdf2

ELEGANCE LOGO
WARDROBE SYSTEMS

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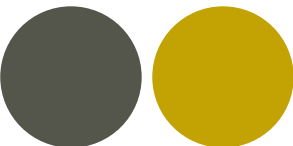
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BRAND COLOURS



COLOUR MODE	GREY	YELLOW GOLD
PMS/Pantone	PMS 418	PMS 457
CYMK	C62 M53 Y63 K35	C0 M15 Y100 K28
RGB	R84 G85 B75	R194 G163 B3
Hex Code (web)	54554b	c2a303

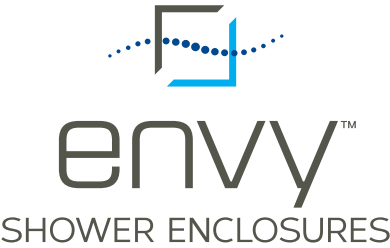
ENVY LOGO
SHOWER ENCLOSURES

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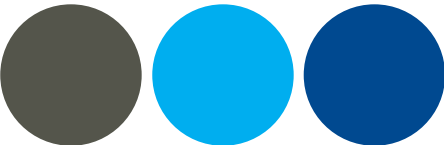
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BRAND COLOURS



COLOUR MODE	GREY	CYAN	BLUE
PMS/Pantone	PMS 418	PMS Process Cyan	PMS 280
CYMK	C62 M53 Y63 K35	C100 M0 Y0 K0	C100 M72 Y0 K18
RGB	R84 G85 B75	R0 G174 B239	R0 G73 B144
Hex Code (web)	54554b	00aeef	004990

CAPRICE LOGO
HARDWARE

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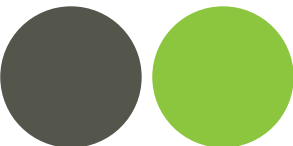
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BRAND COLOURS



COLOUR MODE	GREY	LIME GREEN
PMS/Pantone	PMS 418	PMS 376
CYMK	C62 M53 Y63 K35	C50 M0 Y100 K0
RGB	R84 G85 B75	R140 G198 B63
Hex Code (web)	54554b	8cc63f

CAPRIO LOGO
HARDWARE

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BRAND COLOURS



COLOUR MODE	GREY	TEAL
PMS/Pantone	PMS 418	PMS 3285
CYMK	C62 M53 Y63 K35	C100 M0 Y50 K7
RGB	R84 G85 B75	R0 G159 B148
Hex Code (web)	54554b	009f94

AQUAGO LOGO
DRAIN SYSTEMS

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BRAND COLOURS



COLOUR MODE	GREY	AQUA
PMS/Pantone	PMS 418	PMS 7712
CYMK	C62 M53 Y63 K35	C100 M0 Y28 K20
RGB	R84 G85 B75	RO G144 B161
Hex Code (web)	54554b	0090a1

ZEROLINE LOGO
THRESHOLD SYSTEMS

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BRAND COLOURS



COLOUR MODE	GREY	SEA GREEN
PMS/Pantone	PMS 418	PMS3272
CYMK	C62 M53 Y63 K35	C94 M0 Y48 K0
RGB	R84 G85 B75	R0 G172 B160
Hex Code (web)	54554b	00aca0



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