

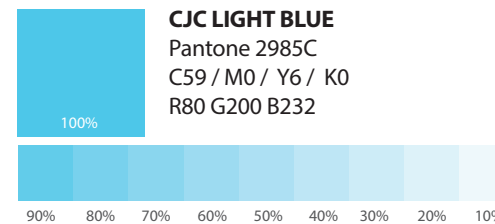
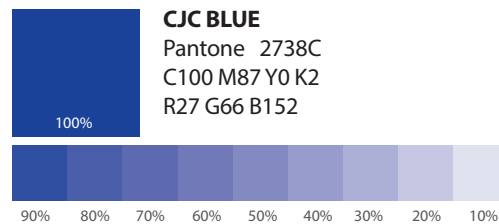
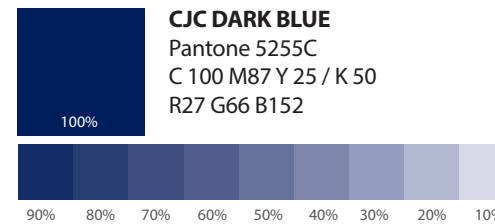
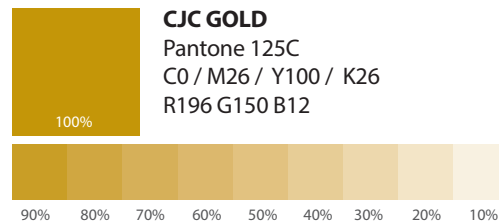
IV. Colour Palette

Consistent use of the colours from our colour palette is the most effective way for us to stand out from the competition. They not only help people identify us but also express the personality of CJC.

1. Primary Colours
2. Secondary Colours

1. Primary Colours

Our primary colours are blue and gold. Blue symbolises truth, knowledge and intellect and gold symbolises illumination and wisdom.



2. Secondary Colours

Our secondary colours are red, yellow and orange. Red symbolises love and passion, yellow symbolises cheerfulness and orange symbolises enthusiasm and happiness.

