SUTHERLAND
GLOBAL SERVICES®

Brand and Identity Guidelines

January 2013 | v2.5

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Introduction

Our brand is a very powerful tool and every interaction we have with our internal and external constituents is a moment of truth. It is very important that we are consistent in the use of our brand and logo. On these pages you will find the current corporate branding guidelines, samples, and templates.

NOTE: All designs for external facing materials or those that will be posted for general internal consumption need to be approved prior to release. Please forward to my email for feedback and approval. If you have any questions or need additional information, please email us directly at Nancy.Breed@sutherlandglobal.com.

Company Position

A global Business Process Outsourcing (BPO) and Technology Enabled Services Company founded in 1986, Sutherland Global Services offers an integrated set of front and back office services that support the entire customer lifecycle. By combining highly trained people with state-of-the-art technology, deep domain knowledge, and proven business methodologies, Sutherland collaborates with clients to help them excel and gain a competitive edge in their industry while maximizing their customers' lifetime value.

Our Vision

To be the premier and preferred provider of Technology Enabled and Business Process Outsourcing services in our chosen markets.

Our Mission

To help our clients maximize their customer lifetime value and increase their competitive advantage by helping drive productivity and efficiency while delivering measurable results.

Brand Elements

The brand elements build the foundation for Sutherland's visual identity. The combination of elements presented here within the branding guidelines – logo, color, messaging, tone, imagery and typography – enable us to build, maintain and consistently communicate One Sutherland Story.

These guidelines apply globally across all product offerings, verticals and communications channels. Applied consistently, these elements reinforce the Sutherland brand, and play a key role in helping to powefully and effectively differenciate our company, its' services, and our leading edge technology from the competition.

All communications and promotional materials, both internal or external should be approved by Sutherland's Marketing Communications Group prior to production or release.

Marketing Communications is responsible for building and upholding the Sutherland brand throughout all aspects of corporate communications, and are available to provide expert assistance on any applications requiring further detail.

For questions regarding the use of the Sutherland brand or the information contained with these guidelines, please contact:

Robert Barclay
Vice President, Marketing and Communications
Sutherland Global Services

+1 585.586.5757 x2882
robert.barclay@sutherlandglobal.com

Brand Messaging

Consistency and clarity of messaging is a key marketing deliverable. In support of our position, the following messaging hierarchy has been developed:

The Tagline – appears primarily in a lock-up with the Sutherland logo, and is always considered a secondary element. If spacing for the lock-up is tight, the tagline may be separated from the logo in order to provide maximum space for the logo.

Overall Value Proposition – To be used with the Main or Alternate Slogans. In the communication hierarchy, the support slogan should always appear secondary to the main and alternative slogans. It can also be used alone in instances with prior approval from Marketing Communications.

Main Slogan – Primary differenciating statement developed for use in print and digital media applications.

Alternate Slogans – In instances where a variety of messaging is key, four additional slogans are shown here as examples. New pairings of "Your _____. _____." to meet specific needs is encouraged. Contact Marketing Communications to get new slogan ideas approved.

Our Capabilities– Displayed within the horizontal footer graphics that appear on Sutherland publications.

Tagline:

Measurable Performance Delivered Globally

Overall Value Proposition:

Maximize the lifetime value of your customers

Main Slogan:

Your Customers – Delighted

Alternate Slogans:

Your Processes – Streamlined

Your Claims – Processed

Your Problems – Resolved

Your Receivables – Collected

Capabilities:

Business Transformation Services

Business Process Outsourcing

Technology Enabled Services

Brand Messaging

Sample Applications of brand messaging on collateral pieces:



Example 1: Direct Mail Postcard



Example 2: Trade Show Banner

Brand Tone

Tone is the character and overal effect of our communications. It gives an impression of who we are and helps communicate our brand positioning to our audience.

The following guidelines are helpful in creating the right tone to best communicate Sutherland, our product offerings and the brand promise:

Definitions

Integrated BPO (Business Process Outsourcing) – is used to describe the integration of back and front office outsourcing services.

Words and Phrases to emphasize

When discussing Sutherland Global Services, there are several words and phrases that represent what we do well. Become familiar with them and use them as appropriate.

– Maximize the lifetime value of your customers

– Manage your customers with a global, scalable platform

– Integrate your back and front office

– Create results with a flexible partnership

– Customizable, smart technology platforms

Brand Tone

Words and Phrases to avoid

There are also several words and phrases that we should refrain from using when describing Sutherland Global Services.

Contact Center or Call Center – This is sometimes tricky when the terms *Call or Contact Center* is part of a larger integrated BPO opportunity. In Government, the reality is that *Contact Center* is what front office services are called. When given the opportunity, use other words to describe what we do. When we do have to describe our front office services, use the following–

> *We provide front office services that include voice based services. We provide that through our delivery centers.*

Agents vs. Associates – when talking about our delivery center employees, ***associates*** should always be used.

IT Outsourcing or IT Enabled – using "IT" anything could easily position us as an IT Outsourcer which is not what we do. Use ***Technology Enabled*** and reference our commitment to our Technology Platform Strategy when appropriate.

CLM and BLM – *Customer Lifecycle Management and Back Office Life Cycle Management* –are terms the customer and industry at large do not recognize.

The word *Lifecycle* in each of these descriptors is also easily confused with the statement in our corporate position.

The proper usage of ***Lifecycle*** is in our company description, which includes the statement:

> *Sutherland Global Services is a multinational Technology Enabled and Business Process Outsourcing (BPO) Company that offers an integrated set of front and back office services that support the entire customer lifecycle*

The Sutherland Logo

Use of the company name in a sentence is different from displaying the corporate logo. The logo symbolizes the company in a graphical manner and is a registered trademark.

The logo must always appear in company advertisements, printed collateral and in our online presence. The logo must always be used with the "Global Services" and the ® symbol.

SUTHERLAND
GLOBAL SERVICES®

Logo Clear Zone

The dotted lines around the logo demonstrate the area that should be kept clear of any intruding type or graphical elements, including the corporate tagline. The distance is uniform on all sides and is equal to the distance between the bottom of the "Sutherland" wordmark and the baseline of the "Global Services" text. When the logo is reduced or enlarged, this space will adjust proportionately.



Logo Artwork

Electronic logo artwork is available in EPS, and JPG formats from the Marketing and Communications Team. To ensure brand quality, the logo should never be altered, modified or recreated. EPS format is preferred when providing the logo to external partners and suppliers. EPS logos can be easily resized without any loss of quality.

The Sutherland Logo

Logo Color

The color palette for the corporate logo consists of two colors – Sutherland Blue and 100% Black. In the preferred color combination, "SUTHERLAND" appears in Sutherland Blue, and "GLOBAL SERVICES® appears in 100% Black.

SUTHERLAND
GLOBAL SERVICES®

SUTHERLAND Blue

Sutherland Blue
CMYK equivalent = 100c, 86m, 17y, 3k
RGB equivalent = 0r, 63g, 138b
Closest equivalent PANTONE® = (PMS) 661
WEB Safe equivalent = #003399

PANTONE® Black C

100% Black
PANTONE® (PMS) Black
CMYK equivalent = 0c, 0m, 0y, 100k
RGB equivalent= 0r, 0g, 0b
WEB Safe equivalent = #000000

Alternative Color Combinations

The Sutherland logo may only be reproduced in Sutherland Blue, 100% black or white (reversed out of a darker contrasting background). The logo may never be reproduced in any other color or tints of these colors. The only other acceptable color applications for the logo are illustrated here on the lower right:

One color – in Sutherland Blue or closest Pantone equivalent 661

SUTHERLAND
GLOBAL SERVICES®

One color – in 100% Black

SUTHERLAND
GLOBAL SERVICES®

In 100% white–reversed out of a dark background, preferably Sutherland Blue or 100% Black

SUTHERLAND
GLOBAL SERVICES®

The Logo and Tagline

The Tagline is our brand promise. Because of what it represents, it is important that the tagline be applied consistently using a fixed configuration (a lock-up) with the logo.

Sutherland's corporate Tagline is ***Measurable Results Delivered Globally*** (without any punctuation). Never substitute alternative verbage for this tagline. Do not add other verbage to the logo in order to have a tagline if one is not present.

In almost all instances where it is used with the Sutherland logo, the Tagline appears in a predetermined lock-up. When paired with the logo, the tagline is always in 100% Black or in white on a dark background. The example on the right shows the proportional size and spacing relationship between the logo and the tagline.

It is acceptable in certain instances to use the tagline as a standalone statement or graphic element. When the tagline is used alone or at a sizable distance from the logo, it can appear in either a one or two line configuration. The typeface for the tagline is always Avenir LT 85 Heavy, and in a two line application the text should be aligned center – never justified left or right. The words of the tagline always appear in initial caps.

The examples on the right show both one and two line configurations of the tagline as well as the alignment and leading relationship of the type when stacked.



Initial Caps

Measurable Performance Delivered Globally

Tagline on a single line

Measurable Performance
Delivered Globally

Tagline on two lines, with centered alignment. Leading remains proportional as tagline text is enlarged or reduced, and is always 1.5x of the font size.

Incorrect Logo Usage

The Don'ts

The Sutherland logo has been developed to portray strength and stability. Changing the logo is not permitted. The logo may be proportionally sized for specific uses, but cannot be distorted in any way. This is a list of what is not permitted with logo usage.

SUTHERLAND
GLOBAL SERVICES®

Never use the Logo without "Global Services®"



Never use any portion of the logo with words added to it.



Do not stretch or distort the logo.



Never place the logo on a diagonal



Never use the logo in any other colors besides the allowable combinations shown on the previous page.



Brand Colors

Logo Color

The color palette for the corporate logo consists of two colors – Sutherland Blue and 100% Black. In the preferred color combination, "SUTHERLAND" appears in Sutherland Blue, and "GLOBAL SERVICES® appears in 100% Black.

SUTHERLAND
GLOBAL SERVICES®

SUTHERLAND Blue

Sutherland Blue
CMYK equivalent = 100c, 69m, 0y, 9k
RGB equivalent = 0r, 84g, 158b
Closest equivalent PANTONE® = (PMS) 661
WEB Safe equivalent = #003399

PANTONE® Black C

100% Black
PANTONE® (PMS) Black
CMYK equivalent = 0c, 0m, 0y, 100k
RGB equivalent= 0r, 0g, 0b
WEB Safe equivalent = #000000

Alternative Color Combinations

The Sutherland logo may only be reproduced in Sutherland Blue, 100% black or white (reversed out of a darker contrasting background). The logo may never be reproduced in any other color or tints of these colors. The only other acceptable color applications for the logo are illustrated here on the lower right:

One color – in Sutherland Blue or closest Pantone equivalent 661

SUTHERLAND
GLOBAL SERVICES®

One color – in 100% Black

SUTHERLAND
GLOBAL SERVICES®

In 100% white–reversed out of a dark background, preferably Sutherland Blue or 100% Black

SUTHERLAND
GLOBAL SERVICES®

Typography

Typography is an important component of Sutherland's brand identity. The typography families that make up the logo, tagline:, and our visual communications represent both the classic and contemporary in style and together project a distinctive image for Sutherland communications.

In today's business environment, the majority of Sutherland's corporate communications are generated in the form of email, or from Microsoft Office® applications such as Word®, PowerPoint®, and Excel®. When developing both internal and external communications utilizing either of the above avenues, it is important to maintain visual consistency in typography.

When creating Microsoft Office® or email based docouments use the Calibri font, point size 11, for body copy, e-mail signatures, and any applicable address information. In certain instances where appropriate, it is acceptable to utilitze the bold version of Calibri within the document or email. The Sutherland PowerPoint® template is available for corporate presentations at **marketing.sutherlandglobal.com.** When using this template it is important to maintain visual consistency by using the Arial font family for titles and text as specified.

There are two Sutherland corporate font families which are used for marketing communications. The serif font Adobe Garamond Pro, including Regular, Italic, Bold and Bold Italic represents the classic foundation and established integrity of the Sutherland Global Services. Our state of the art technological platforms and services are reflected in the use of the serif font family Avenir, including 35 Light, 45 Book, 65 Medium and 85 Heavy.

Calibri Regular

ABCEDFGHIJKLMN
PQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )

Adobe Garamond Pro

ABCEDFGHIJKLMN
PQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )

ABCEDFGHIJKLMN
PQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
1234567890 !@#$%^&( )*

Adobe Garamond Pro Bold

ABCEDFGHIJKLMN
PQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )

Typography

Font styles are exhibited on this and the previous page. Each font family is quite versatile and specific uses for each font family are widely illustrated throughout these guidelines. Both Adobe Garamond Pro and the Avenir font family are available for regions and Sutherlands agencies to download at www.Fontsmith.com.

It is understood that not all parties involved in Sutherland communications will have access to the specified corporate fonts. In extreme cases where Avenir or Adobe Garamond Pro are unavailable or are impractical to use (i.e. web page design) Arial Regular and Times Roman may be substituted. This substitution does not apply to the corporate logo. Always use an officially issued file version of the Sutherland logo. Do not attempt to recreate it using the corporate fonts. Serveral file formats of the Logo are available for download at:
www.marketing.sutherlandglobal.com

ABCEDFGHIJKLMN
PQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )

Avenir 45 Book

ABCEDFGHIJKLMN
PQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )

Avenir 65 Medium

ABCEDFGHIJKLMN
PQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )

Avenir 85 Heavy

ABCEDFGHIJKLMN
PQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )

Brand Applications

The Sutherland brand elements – logo, color, messaging, tone, imagery and typography will come to life in all our communication materials. These materials include stationery, marketing materials, collaterals, flyers, web presence, and premium items, and together they enable us to consistently communicate One Sutherland Story.

The correct and consistent usage of the visual system will assure the establishment of successful branding that is easily recognizable and stands strongly on its own.

the following section provide directions and sample layouts of how all the individual elements can be utillized to create a distinct and unified brand for Sutherland Global Services.

Stationary • Letterhead • Primary

The corporate letterhead is designed with generous space for composition, while immediately identifying the communication as coming from Sutherland Global Services.

To maintain brand consistency, alterations should never be made to the placement of the brand elements or fonts on the page. No additional graphics should be added to the layout.

The logo appears in the preferred colors – the Blue *Sutherland* with 100% black *Global Services*, and is positioned on the center top portion of the page. This location applies to both A and A4 sized paper stock. The recommended paper stock is 100 lb weight in a natural white (off-white) shade with minimal texture.

The address block representing the regional location should always be centered at the bottom of the page in 100% black, underneath a 1 point Sutherland Blue rule. All information presented as part of the street address should appear entirely in uppercase lettering using 7 point Adobe Garamond Pro typeface. A bullet (•) is placed between address elements which would normally appear on separate lines.

The tagline is never included on stationary items. Margins are recommended for readability (see next page) and adequate whitespace, but can be altered if absolutely necessary. Whenever possible, be succinct in messaging to keep copy to one page.



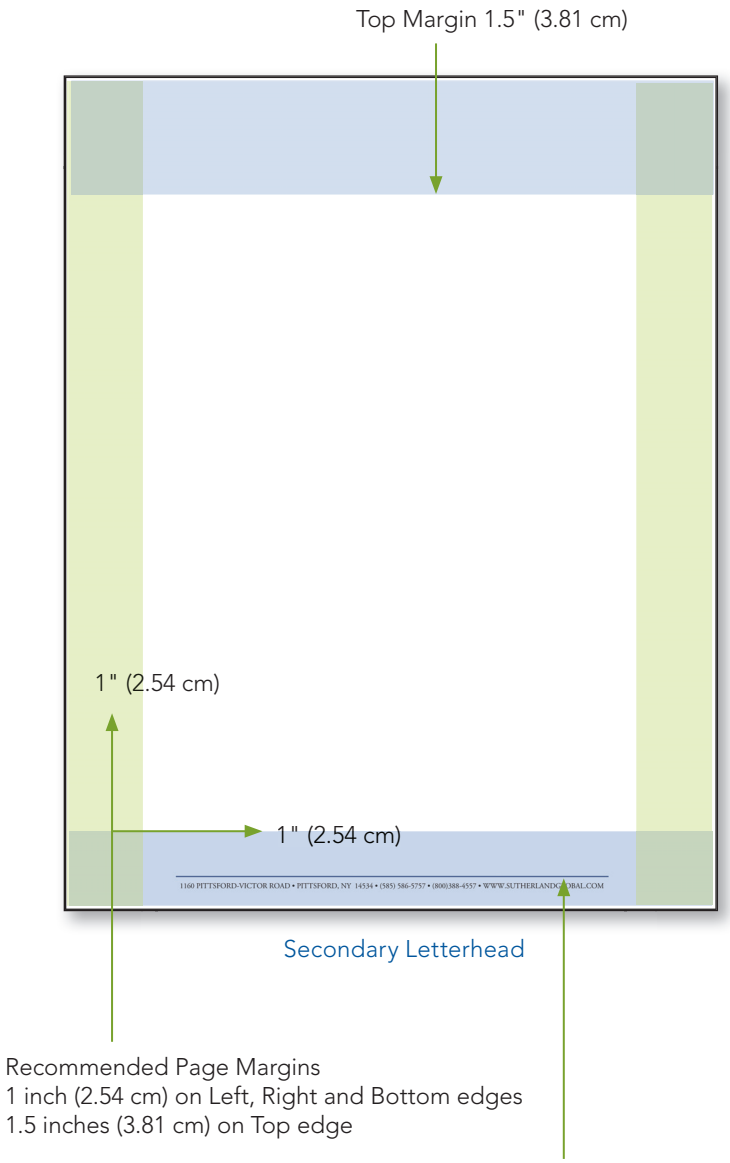
Stationary • Letterhead • Secondary

Secondary letterhead stationary should be used when one or more additional pages are required for corporate correspondence. The secondary letterhead sheet does not display the Sutherland logo, and differs from the primary stationary only in this manner.

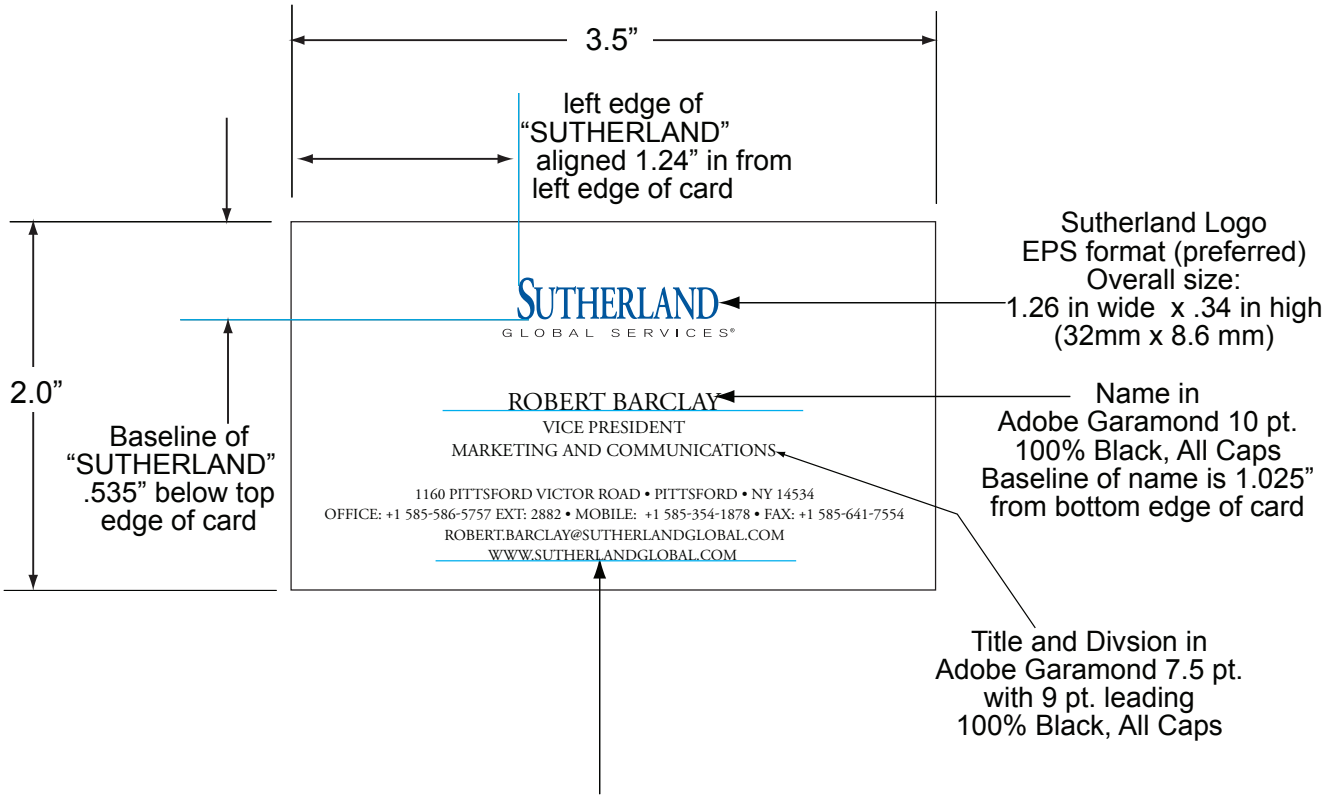
Since it does not display the Sutherland logo, secondary stationary stock should never be used for a single page document. It is provided only as supplemental space for correspondence.

All address information, including the 1 point Sutherland Blue rule, appear and are positioned identically to that on the region's primary letterhead. Margins and body text match those recommended for the primary stationary stock.

Microsoft® Word™ templates for both primary and secondary letterhead in both Letter (A) and A4 Size are available for downloading at the Sutherland Corporate Branding site: **www.marketing.sutherlandglobal.com**

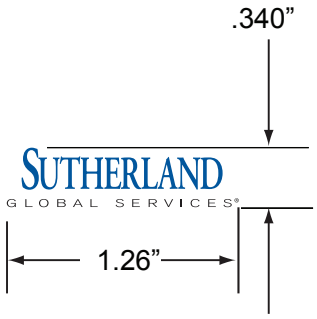


Stationary • Business Cards



Card size: 3.5” wide x 2.0” high (88.9mm x 50.8mm)
Colors: Process (100c 86m 17y 3k) or Pantone 661 Spot
100% Black, Spot or Process (0c 0m 0y 100k)
Text: All text is aligned center
Card Stock: 100 Lb off white cover stock, matte finish without texture

Mohawk Via Satin, 100 lb. Cover in Warm White is recommended for the North American Regions. Alternative stock is Classic Crest Natural White 100 lb. Cover.



Sutherland Logo Size

“Sutherland”
Process (100c 86m 17y 3k)
or Pantone 661 Spot

“Global Services”
100% Process Black

Stationary • Binder Covers

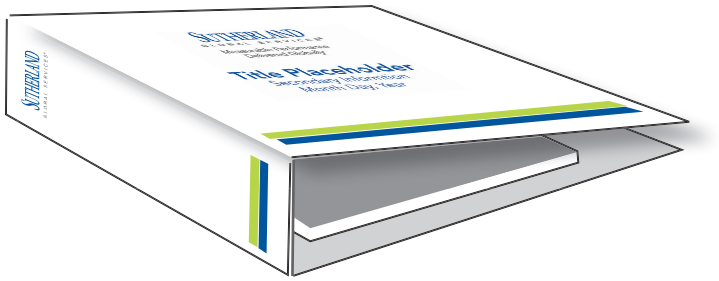
Corporate publications designed for internal and external use should maintain the brand look and feel while immediately identifying the communication as coming from Sutherland Global Services.

To maintain brand consistency, alterations should never be made to the placement of the brand elements or to the fonts on the cover or spine layouts. Additional graphics that can be added to the layout include photography approved by Marketing and Communications, as well as title, date and other secondary information specified here.

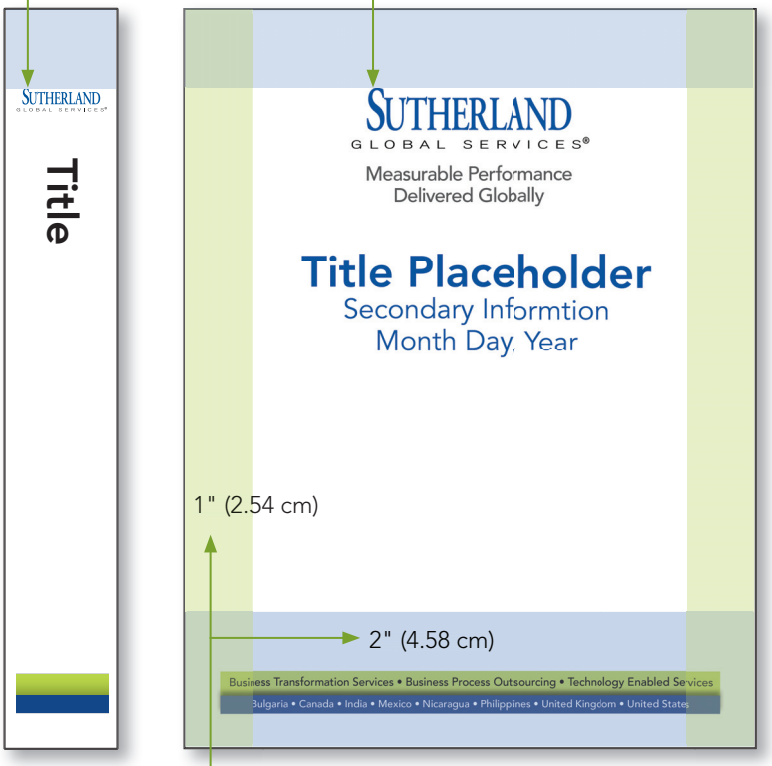
The logo should in the preferred colors – Sutherland Blue with 100% black Global Services, and is positioned on the center top portion of the page. This location applies to both A and A4 sized binders. The title and any supplemental text should appear in Avenir font in Sutherland Blue. If Avenir is not available Arial Regular may be substituted.

The tagline is never included on the binder spine. Margins are recommended to provide adequate whitespace, but can be altered if absolutely necessary.

Microsoft® Word™ templates for both A and A4 Size binder cover inserts and spines are available for downloading at the Sutherland Corporate Branding site:
www.marketing.sutherlandglobal.com



Top of **S** in the **Sutherland** logo is positioned 1 inch (2.54 cm) down from the top edge of the cover page and spine.



Recommended Page Margins
1 inch (2.54 cm) on Left and Right edges
2 inches (4.58 cm) on Bottom edge

Print Advertising

Advertising plays a critical role in informing and promoting our brand. By leveraging the look, feel and tone of our brand architecture we can create a powerful impression and drive recognition of the Sutherland Global Services brand across many touchpoints. As with our other visual applications, advertising should immediately identify the communication as coming from Sutherland Global Services.

To maintain brand consistency, all advertising should prominently display the Sutherland logo–incorporating the recommended guidelines for usage. Additional elements that can be added to the base layout include photography and messaging that has been approved by Marketing and Communications.



Print Advertisement - United States



Billboard Advertisement - Philippines


SUTHERLAND
GLOBAL SERVICES
Measurable Performance
Delivered Globally
Providing the competitive advantage that companies in the travel, tourism, and leisure industry are seeking.
Sutherland Global Services is a leading service provider of fully integrated strategic Business Process Outsourcing (BPO) / Knowledge Process Outsourcing (KPO) services to the Travel industry.
Today, this Travel Industry is experiencing immense market upheaval - cost pressures, labor issues, decreases in travel - and is focusing on a variety of issues to achieve cost competitiveness.
Sutherland understands that travel and hospitality companies operatecomplex organizations with numerous international business units managing sepaate P&L responsibilities. As business and personal travel changes, each companyfaces intense competition to provide extraordinary customer service while controling costs.
Companies must rapidly respond to changing consumer demands,which requires flexibility and adaptability in operations, customer relationship management and back office processes.
For over 2 decades, Sutherland, through its expertise and experience in and understanding of the entire travel industry, provides creative
and flexible outsourcing solutions to its clients.
The expertise at Sutherland is derived by professionals from theAirline, Hotel & Travel industry who have deep understanding of the industry its processes, fare structures and its' market factors.
We provide robust and cost effective out-sourcing solutions including tailored knowl-edge services, transaction processing and customer contact support to multiple Hotel, Airlines & Travel chains globally. Sutherland's customer care and back office services will support your customer experience process with:
• Reservations
• Inbound/Outbound Sales
• Cross-Sales/Up-Sales
• Loyalty Campaigns
• Corporate Sales
• Lead Generation
• Customer Service
• Online Support
• Technical Support
Toll-Free: 800-388-4557 x 2799 www.sutherlandglobal.com
Business Transformation Services
Business Process Outsourcing • Technology Enabled Services
Sutherland is Certified as a Minority Business Enterprise by NMSDC.
Bulgaria • Canada • India • Mexico • Nicaragua • Philippines
United Kingdom • United States
Toll-Free: 800-388-4557 x 2799 | E-mail: sales@sutherlandglobal.com
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Your Career Start.
Upgraded.
We are offering exciting opportunties for
BA / BSc / B.Com grads in 2010
Fast Track Careers | Diverse Growth Paths
Unlimited Learning Opportunities | Overseas Assignments
Technical Support: Knowledge of Hardware, Software, Networking, and Operating System with an aptitude for troubleshooting.
Customer Support: Good Customer ServiceSkills
If you possess good spoken and written communication skills in English, then walk in with your resume, passport size photographs, copies of educational certificates and proof of address to:
Chennai: 46 Santhome High Road, Santhome, Chennai – 600 004
Monday to Saturday 10:00am to 6:00pm
aspire@sutherlandglobal.com or visit www.sutherlandglobal.com
SUTHERLAND
GLOBAL SERVICES
Measurable Performance Delivered Globally.
Business Transformation Services • Business Process Outsourcing • Technology Enabled Services
Bulgaria • Canada • India • Mexico • Nicaragua • Philippines • United Kingdom • United States


We've moved from
Santhome to Velachery
aspire@sutherlandglobal.com
or visit
www.sutherlandglobal.com
Chennai's Most High-Tech BPO Invites You
to Visit Us at Our New Home in Velachery
Sutherland Recruiting Now Located Only At:
No 45, "A", Velachery Main Road,
Velachery, Chennai – 600042
(Behind Vijayanager Bus Stand)
Apply online at www.Qhire.net/sutherland
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Measurable Performance Delivered Globally
Business Transformation Services • Business Process Outsourcing • Technology Enabled Services
Bulgaria • Canada • India • Mexico • Nicaragua • Philippines • United Arab Emirates • United Kingdom • United States

Brand Colors • Secondary

Secondary Palette

To enhance our marketing communications, we have developed a secondary color palette that can be used to give a friendly and energetic feel to Sutherland communications. The colors and their designated values are listed below. The secondary colors can be used in combination with Sutherland Blue and 100% Black, however when combining any of the colors, the corporate logo and tag line must appear according to set color standards. In addition, Sutherland Blue should always play a primary role in any communication as the color most closely symbolizing the Sutherland brand.

Primary Corporate Colors

SUTHERLAND Blue

Sutherland Blue
CMYK equivalent = 100c, 69m, 0y, 9k
RGB equivalent = 0r, 84g, 158b
Closest equivalent PANTONE® = (PMS) 661
WEB Safe equivalent = #003399

PANTONE® Black C

100% Black
PANTONE® (PMS) Black
CMYK equivalent = 0c, 0m, 0y, 100k
RGB equivalent= 0r, 0g, 0b
WEB Safe equivalent = #000000

Secondary Colors

PANTONE® 123 C

Yellow
PANTONE® (PMS) 123C
CMYK equivalent = 0c, 30m, 100y, 0k
RGB equivalent= 247r, 172g, 36b
WEB Safe equivalent = #000000

PANTONE® 279 C

Medium Blue
PANTONE® (PMS) 279C
CMYK equivalent = 69c, 34m, 0y, 0k
RGB equivalent= 68r, 123g, 191b
WEB Safe equivalent = #000000

PANTONE® 1595 C

Orange
PANTONE® (PMS) 1595C
CMYK equivalent = 0c, 60m, 100y, 6k
RGB equivalent= 217r, 103g, 33b
WEB Safe equivalent = #000000

PANTONE® 632 C

Aqua
PANTONE® (PMS) 632C
CMYK equivalent = 92c, 0m, 15y, 5k
RGB equivalent= 0r, 168g, 203b
WEB Safe equivalent = #000000

PANTONE® 1815 C

Brick Red
PANTONE® (PMS) 1815C
CMYK equivalent = 0c, 91m, 100y, 51k
RGB equivalent= 114r, 20g, 12b
WEB Safe equivalent = #000000

PANTONE® 644 C

Light Blue
PANTONE® (PMS) 644C
CMYK equivalent = 42c, 15m, 0y, 6k
RGB equivalent= 135r, 178g, 216b
WEB Safe equivalent = #000000

PANTONE® 377 C

Deep Green
PANTONE® (PMS) 377C
CMYK equivalent = 45c, 0m, 100y, 24k
RGB equivalent= 120r, 162g, 47b
WEB Safe equivalent = #000000

PANTONE® 382 C

Spring Green
Closest Equivalent PANTONE®=(PMS) 382C
CMYK equivalent = 32c, 0m, 90y, 0k
RGB equivalent= 184r, 213g, 73b
WEB Safe equivalent = #000000