

9. Our colours

Colour is a fundamental element in communicating the brand's personality and in differentiating it from the competition.

When it comes to communicating who we are, colour is central to our visual language as any other element. Our colour palette has been carefully chosen to reinforce our brand image and personality. It differentiates us from our competitors.

Green – the colour conveys Hope, Assurance, Stability, Environmentally friendly and Consciousness on the road.

Blue – expresses Authority; Trust; Honesty; Peace; Order and Loyalty. The colour in general is associated with law enforcement. Law enforcement is tasked with discharging peace and order on the roads with authority, honesty and trust.

White – conveys peace and calmness on the road by its users.

Black – the upper-case descriptor ROAD TRAFFIC depicts Strength; Power and Professionalism



Road Traffic
Management Corporation

Road Traffic

■ C: 0, M: 0, Y: 0, K: 80

Management Corporation

■ C: 85, M: 50, Y: 0, K: 0

Blue Road gradient & Boarder

■ C: 92, M: 69, Y: 0, K: 0

■ C: 64, M: 14, Y: 0, K: 0

Light Green Gradient

■ C: 55, M: 10, Y: 100, K: 10

■ C: 64, M: 14, Y: 0, K: 0

Dark Green Gradient

■ C: 90, M: 35, Y: 100, K: 28

■ C: 66, M: 16, Y: 100, K: 0

Dark Green Solid line

■ C: 90, M: 30, Y: 95, K: 30