2.2 Core colours

Indigo, berry and tangerine make up our core palette.

Berry
This is our lead core colour. We can use it for headings, graphic devices and backgrounds.

Tangerine
This is our lead highlight colour. We can use it for headings, graphic devices and as a background colour as long as we use it with the black or white logo files.

Indigo
This is predominantly used as a background colour. We use it instead of black for backgrounds.

Black and White
We use black and white for all body text. We do not use of black for backgrounds.

Please observe the guidance on accessible colour combinations on page 26 when working with text.

Berry

Print
Pantone 2736U
CMYK 95/100/0/0

Screen
RGB 55/20/136
HEX 371488

50% Tint

30% Tint

Tangerine

Print
Pantone 2026U
CMYK 0/75/90/0

Screen
RGB 255/96/50
HEX ff6032

50% Tint

30% Tint

Indigo

Print
Pantone 2766U
CMYK 92/98/0/55

Screen
RGB 23/0/56
HEX 170038

White

Print
CMYK 0/0/0/0

Screen
RGB 255/255/255
HEX ffffff

Black

Print
CMYK 0/0/0/100

Screen
RGB 0/0/0
HEX 000000