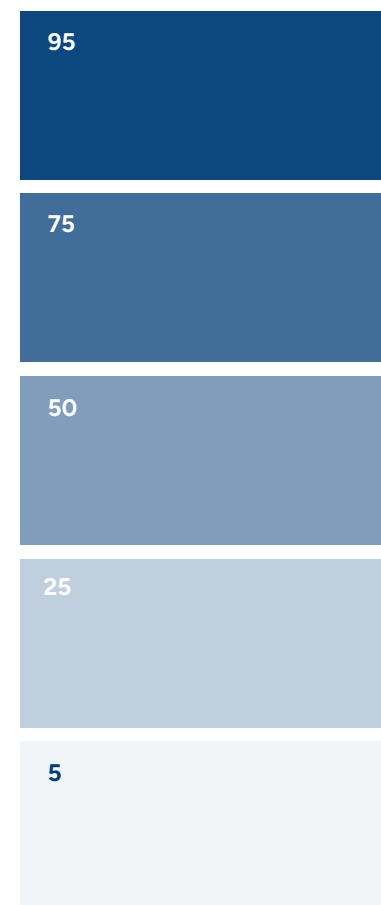


Core colours



Core tints



04a Core colours

These colours are synonymous with our brand and form our core palette.

Tints should be used carefully. Refer to the layout guides (08 onwards) for further guidance on use of colour.

Text-only colours

For body copy in print and digital applications.

Body text – print only
CMYK 0, 0, 0, 100

Body text – digital only
RGB 62, 75, 87
HEX #3e4b57

Accent colours

Secondary colours, to contrast against the core colours.

Contrast Blue
CMYK 91, 69, 26, 44
RGB 16, 43, 71
HEX #102B47

Contrast Red
CMYK 11, 94, 92, 33
RGB 138, 10, 17
HEX #8A0A11

Background colours

Neutral backgrounds used as an alternative to white.

Grey 15
CMYK 0, 0, 0, 15
RGB 229, 232, 235
HEX #E5E8EB

Grey 10
CMYK 0, 0, 0, 10
RGB 238, 240, 241
HEX #EEF0F1

Grey 5
CMYK 0, 0, 0, 5
RGB 246, 247, 248
HEX #F6F7F8

Hover colours

Used only for hover states on digital buttons.

Hover Blue
RGB 0, 89, 176
HEX #0059B0

Hover Red
RGB 231, 22, 33
HEX #E71621

04b Secondary colours

The colours here have specific uses, and should be used carefully and only in the appropriate media.