

# ACACIAX COLOUR SCHEME

- TRUSTWORTHY
- KNOWLEDGEABLE
- VALUE FOR MONEY
- NATURE
- COMMUNITY

## BANANA YELLOW

### HIGHLIGHT COLOUR

HEX: #FFEF38  
RGB: 255, 239, 56

To be used on items such as labels, tags on dark backgrounds.  
Also can be used for links and buttons on dark backgrounds.

## CRAYOLA

### ACCENT COLOUR

HEX: #F7A41A  
RGB: 247, 164, 26

To be used on links and all CTA buttons.

## PRAIRIE SAND

### SECONDARY COLOUR

HEX: #9B461F  
RGB: 155, 70, 31

To be used on titles and headings as an alternative to the Primary Colour

Also in backgrounds that need solid colours

## BLUE SAPPHIRE

### ALTERNATE SECONDARY COLOUR

HEX: #275C7A  
RGB: 39, 92, 122

To be used on titles and headings as an alternative to the Primary Colour

Also in backgrounds that need solid colours

## JAPANESE INDIGO

### BASE COLOUR

HEX: #18535B  
RGB: 24, 67, 91

To be used on all body copy ie paragraphs.

## OXFORD BLUE

### PRIMARY COLOUR

HEX: #001446  
RGB: 0, 20, 70

To be used on titles and headings

Also can be used in backgrounds that need solid colours e.g. CTA sections in the pages.