COLOURS

PALETTE

PRIMARY COLOUR

387740

RGB: (56, 119, 64)
HSL: (90, 92, 88)
CMYK: (53, 0, 46, 53)

70ad78
4d8f56
25622c
164e1d

2d595d
598488
12393d

994c48
df9491
65201d

000000
1a1a1a
222222
cccccc

Don't use more colours in your document than necessary. In particular, avoid using all three colours in close proximity with one another, and avoid using the intermediary greens - #4d8f56 and #25622c - unless the more extreme greens - #70ad78 and #164e1d - are already used.

AVOID GRADIENTS

There should always be sharp delineation between colours.

Ideally, no matter where you click with a colour picker, the colour you pick should be in the above palette - barring anti-aliasing, of course.

NOPE   YEP

NOPE   YEP

TEXT & BACKGROUNDS

Dark backgrounds are preferable in most situations.

For printed materials, if you're concerned about printed ink cost or the non-printable area, feel free to use a white background instead.

DARK BACKGROUNDS

HEADINGS: #387740 OR #cccccc
BODY TEXT: #cccccc

For printed materials, use #ffffff in place of #cccccc.

Use #387740 for hyperlinks, and other passages that merit distinguishment.

Use #70ad78 to emphasize text, and for hyperlinks when hovered over.

For background colours, alternate between #1a1a1a and #222222 with each section.

LIGHT BACKGROUNDS

HEADINGS: #387740 OR #000000
BODY TEXT: #000000

If convenient, you can use #1a1a1a in place of #000000 in materials shown on screen, for a softer black.

Use #387740 for both emphasis and hyperlinks.

COLOURED BACKGROUNDS

On coloured backgrounds, all text and objects should be neutral-coloured: either gray, black, or white.