# OUR COLOURS

Our colours play an integral part of our publicity. We have a wide range of colours but they need to be applied in a certain way.

# Colours:  Hackney's Corporate and Secondary colour palettes

## The corporate palette A

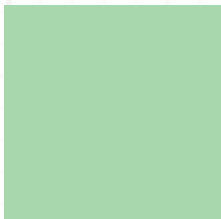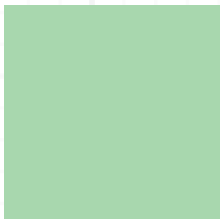| | CMYK | PANTONE | HEX | RGB | RAL |
|---|---|---|---|---|---|
| **A_01** | C98 M0 Y68 K48 | PMS 336 | HEX 00664F | R0 G102 B79 | RAL 6016 |
| **A_02** | C82 M0 Y90 K0 | PMS 354 | HEX 00B140 | R0 G177 B64 | RAL 6038 |
| **A_03** | C59 M0 Y100 K0 | PMS 376 | HEX 84BD00 | R132 G189 B0 | RAL 6018 |
| **A_04** | C42 M0 Y67 K0 | PMS 367 | HEX A4D65E | R164 G214 B94 | RAL 6019 |

Our corporate palette should be used for any project that is coming from the whole Council rather than a specific service area or campaign. For example, the Annual Report or the A-Z of Services.
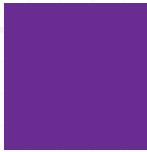
The Secondary palettes may be seen on the following pages with an explanation of their uses.
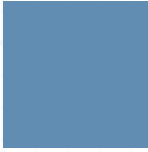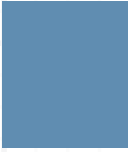
Each colour set is identified by a letter of the alphabet from A to H, A being the primary palette for Corporate use and B to H for the secondary palettes.
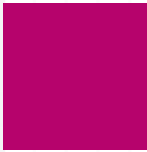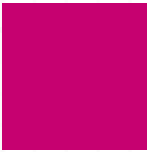
Shown here are the four variants of each set with their CMYK, Pantone Matching System (PMS), Hexadecimal (HEX), Red, Green, Blue (RGB) and Reichs-Ausschuß für Lieferbedingungen und Gütesicherung (RAL)references.

# The secondary palettes B – E

## Palette B
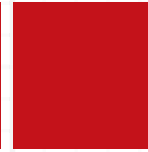
| | CMYK | PANTONE | HEX | RGB | RAL |
|---|---|---|---|---|---|
| B_01 | C97 M16 Y42 K60 | PMS 323 | HEX 005F61 | R0 G95 B97 | RAL 5001 |
| B_02 | C100 M0 Y31 K2 | PMS 320 | HEX 009CA6 | R0 G156 B166 | RAL 6033 |
| B_03 | C62 M0 Y20 K0 | PMS 319 | HEX 2DCCD3 | R46 G207 B211 | RAL 60348 |
| B_04 | C24 M0 Y7 K0 | PMS 317 | HEX B1E4E3 | R177 G226 B227 | RAL 6027 |

## Palette C

| | CMYK | PANTONE | HEX | RGB | RAL |
|---|---|---|---|---|---|
| C_01 | C90 M48 Y0 K0 | PMS 285 | HEX 0072CE | R0 G114 B206 | RAL 5005 |
| C_02 | C100 M13 Y1 K2 | PMS PROCESS BLUE | HEX 0085CA | R0 G133 B202 | RAL 5019 |
| C_03 | C76 M0 Y5 K0 | PMS 306 | HEX 00B5E2 | R0 G181 B226 | RAL 5012 |
| C_04 | C55 M0 Y6 K0 | PMS 305 | HEX 59CBE8 | R89 G203 B232 | RAL 5024 |

## Palette D
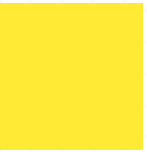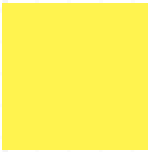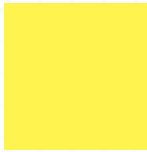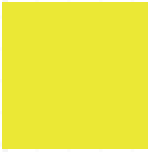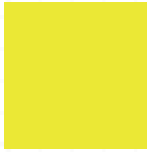
| | CMYK | PANTONE | HEX | RGB | RAL |
|---|---|---|---|---|---|
| D_01 | C90 M48 Y0 K0 | PMS 525 | HEX 572C5F | R87 G44 B95 | RAL 4007 |
| D_02 | C77 M99 Y0 K0 | PMS 527 | HEX 8031A7 | R128 G49 B167 | RAL 4005 |
| D_03 | C43 M58 Y0 K0 | PMS 528 | HEX B580D1 | R181 G128 B209 | RAL 4008 |
| D_04 | C18 M33 Y0 K0 | PMS 530 | HEX D7B9E4 | R215 G185 B232 | RAL 228 |

## Palette E

| | CMYK | PANTONE | HEX | RGB | RAL |
|---|---|---|---|---|---|
| E_01 | C26 M100 Y17 K63 | PMS 229 | HEX 672146 | R103 G33 B70 | RAL 8012 |
| E_02 | C7 M100 Y7 K21 | PMS 227 | HEX AA0061 | R170 G0 B97 | RAL 4010 |
| E_03 | C4 M88 Y0 K0 | PMS 225 | HEX DF1995 | R223 G25 B149 | RAL 4003 |
| E_04 | C3 M70 Y0 K0 | PMS 224 | HEX EB6FBD | R235 G111 B189 | RAL 3015 |

# The secondary palettes F – H

|  | CMYK | PANTONE | HEX | RGB | RAL |
|---|---|---|---|---|---|
| **F_01** | C23 M96 Y88 K52 | PMS 181 | HEX 81312F | R129 G49 B47 | RAL 8002 |
| **F_02** | C3 M93 Y84 K12 | PMS 180 | HEX BE3A34 | R190 G58 B52 | RAL 3000 |
| **F_03** | C0 M89 Y84 K0 | PMS 179 | HEX E03C31 | R224 G60 B49 | RAL 2002 |
| **F_04** | C0 M63 Y97 K0 | PMS 1585 | HEX FF6A13 | R255 G106 B19 | RAL 2008 |

|  | CMYK | PANTONE | HEX | RGB | RAL |
|---|---|---|---|---|---|
| **G_01** | C24 M13 Y93 K60 | PMS 385 | HEX 787121 | R120 G113 B33 | RAL 6029 |
| **G_02** | C28 M4 Y99 K39 | PMS 384 | HEX 949300 | R148 G147 B0 | RAL 6010 |
| **G_03** | C35 M0 Y100 K20 | PMS 383 | HEX A8AD00 | R168 G173 B0 | RAL 6011 |
| **G_04** | C29 M0 Y96 K0 | PMS 381 | HEX CEDC00 | R206 G220 B0 | RAL 6021 |

|  | CMYK | PANTONE | HEX | RGB | RAL |
|---|---|---|---|---|---|
| **H_01** | C0 M46 Y100 K0 | PMS 137 | HEX FFA300 | R255 G163 B0 | RAL 61037 |
| **H_02** | C0 M19 Y79 K0 | PMS 1225 | HEX FFC845 | R255 G200 B90 | RAL 1021 |
| **H_03** | C0 M4 Y87 K0 | PMS114 | HEX FBDD40 | R251 G221 B64 | RAL 1018 |
| **H_04** | C0 M3 Y43 K0 | PMS 1205 | HEX F8E08E | R248 G224 B142 | RAL 1016 |

The secondary palettes can be used for individual campaigns or for service-specific publications.

Care should be taken to ensure that **only** one group of colours is used within a document for headlines, supergraphics, background colours and icons.

Exceptions to this rule are made only for directories, where navigation is colour coded, or in a magazine or newsletter, such as Hackney Today. You must speak to Communications or the Design Team if your campaign or project needs to take this exception into consideration.

Group H requires special attention. The yellow colour group is a difficult colour to apply in practice. However, this palette also allows for certain accessability issues to be addressed.