


COLOUR PALETTE


26 **Primary colour palette**

Pantone® 485 is the IFRC's corporate red. It should be used sparingly, as it is an indicator of the IFRC's identity. Dark red Pantone® 483 and warm grey Pantone® 410, selected for our primary colour palette, have been chosen to support our corporate red in our daily communication.




When materials are produced in two colours, the IFRC's red may be used as a solid background or in titles as the second colour (see our stationery printed in duotone as a good example).






PANTONE 485C
CMYK 0:95:100:0
RGB 227:34:25
WEB #E32219



PANTONE RED 032
CMYK 0:88:66:0
RVB 247:50:63
WEB #F63440



PANTONE 483C
CMYK 35:80:80:45
RVB 105:50:40
WEB #7A1600






PANTONE 410C
CMYK 50:50:50:20
RVB 120:105:100
WEB #786A65



Pantone Red 032 must be used solely for infographics and data visualization. Pantone 485 remains the corporate red for our brand (logo), publications and all communication materials.

Secondary colour palette




Bright, vibrant colours have been chosen for our secondary colour palette to inspire enthusiasm and activity. These are vivid colours that stand out and ensure legibility of text. We have developed a range of colour tone combinations to help you in your design.






PANTONE 109C
CMYK 0:15:100:0
RVB 255:210:0
WEB #FFD200



PANTONE 165C
CMYK 0:85:100:0
RVB 255:80:20
WEB #FF5113




PANTONE PR.CYAN
CMYK 100:15:0:0
RVB 0:160:220
WEB #009DDB



PANTONE 303C
CMYK 100:75:50:50
RVB 0:50:70
WEB #003045


Colours from the secondary palette can be used at 100%, 80%, 60%, 40% or 20%.



PANTONE 378C
CMYK 65:45:100:30
RVB 85:95:30
WEB #545F1D



PANTONE 376C
CMYK 50:0:100:0
RVB 140:210:00
WEB #8FD400



PANTONE 519C
CMYK 70:90:35:22
RVB 90:50:95
WEB #5C3160



PANTONE 226C
CMYK 15:100:20:0
RVB 210:0:115
WEB #D40072

Usage

All colours can be used for text at 100%. Please refer to page 28 for guidance on the weight of text. All colours from the secondary palette can be used as background colours.

It is critical that care is taken to ensure suitable contrast and therefore legibility.

Always contact the brand and production team before using this secondary colour palette. These colours have been chosen to work in harmony with the primary palette while not competing with it. They are not intended to illustrate a specific department, region or activity. We would recommend using them sparingly, mainly for publications projects such as technical manuals that require a larger colour palette to develop, tables, charts, illustrations, etc.