

# HOW WE LOOK

## – OUR COLOUR PALETTE

### Primary colours

Our primary palette is made up of six colours and, just like a traditional palette, it's been designed to be mixed up and used together to keep our communications fresh, positive and vibrant.

Though there is no set 'core' colour, when it's beneficial to use one colour (to make things clearer and for ease of navigation, for example), it should always be blue. Blue is calm and reassuring and will act as an anchor for Childline, such as on our website navigation bar, t-shirts at an event, or as a consistent thread through a leaflet.

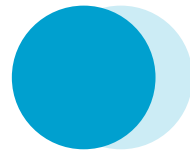
### Tints

These should be used sparingly, where an extra colour or accent is needed. For example that could be on illustrations, calls to action or infographics.

### Secondary colours

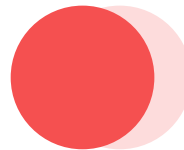
Although they should be used sparingly, the secondary colours and basics can be used to add depth and hierarchy to your designs.

#### Primary colours



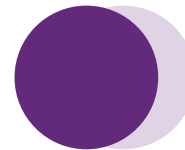
**Childline blue**  
PMS 306  
CMYK 85/0/10/0  
RGB 0/160/207  
Hex #00A0CF

**Tint 20%**  
Hex #CCECF5



**Childline red**  
PMS 032  
CMYK 0/85/65/0  
RGB 245/80/80  
Hex #EB5857

**Tint 20%**  
Hex #FBDEDD



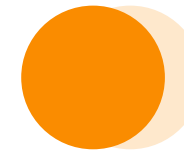
**Childline purple**  
PMS 2607  
CMYK 80/100/0/0  
RGB 99/41/122  
Hex #63297A

**Tint 20%**  
Hex #E8DFEB



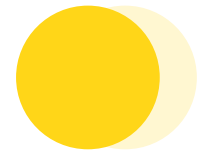
**Childline green**  
PMS 3258  
CMYK 65/0/40/0  
RGB 62/187/152  
Hex #3EBB98

**Tint 20%**  
Hex #D8F1EA



**Childline orange**  
PMS 144  
CMYK 0/53/100/0  
RGB 250/140/0  
Hex #F28C00

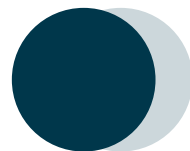
**Tint 20%**  
Hex #FCE8CC



**Childline yellow**  
PMS 116  
CMYK 0/10/100/0  
RGB 255/214/24  
Hex #FFD618

**Tint 20%**  
Hex #FFF7D1

#### Secondary colours



**Navy**  
PMS 2956  
CMYK 100/60/10/65  
RGB 0/55/75  
Hex #0C3D52

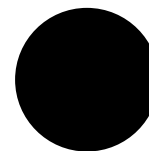
**Tint 20%**  
Hex #0C3D52



**Grey**  
PMS Cool grey 7  
CMYK 24/18/19/10  
RGB 159/160/160  
Hex #9FA0A0

**Tint 20%**  
Hex #F4F5F7

#### Basics



**Black**  
PMS Black  
CMYK 0/0/0/100  
RGB 0/0/0  
Hex #000000



**White**  
CMYK 0/0/0/0  
RGB 255/255/255  
Hex #ffffff

# HOW WE LOOK

## – DIGITAL ACCESSIBILITY

### Accessibility

Pursuit of 'AA' level accessibility compliance was a conscious choice informed by Childline's core values and our aim to reach and serve all young people. But we have also provided a flexible approach to using these elements creatively while retaining accessibility.

There's guidance over the following pages outlining which colours and minimum text sizes are compliant and required for all online communications channels and desktop software publishing (as well as professional print publications intended for online distribution).

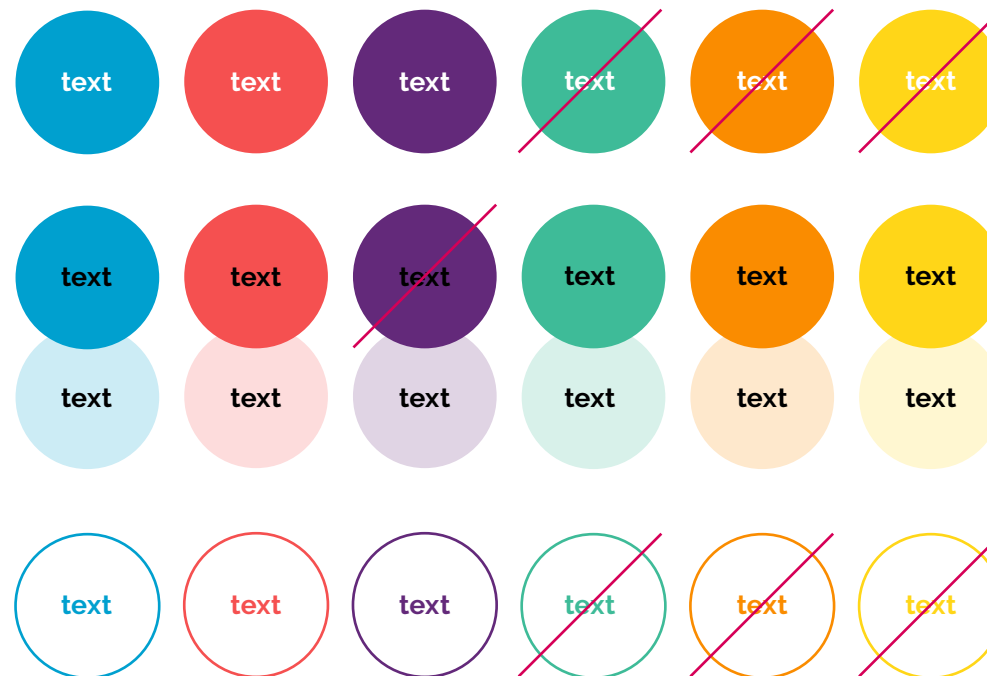
### Using colour with text –ABOVE 18 pt

This chart shows the colour combinations that conform to 'AA' standard of Web Content Accessibility Guidelines (WCAG). Please note some colour combinations are only accessible above 18pt (1.25em).

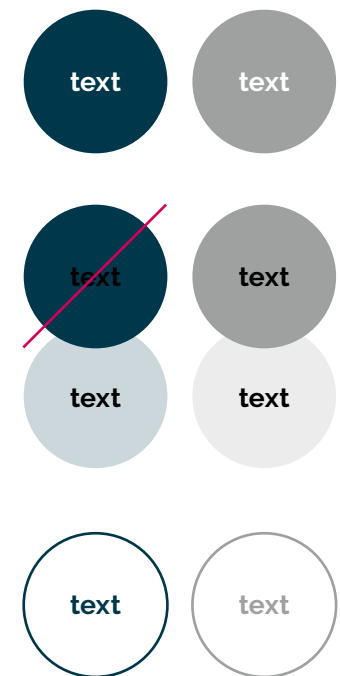
Whenever you're using text in these colour combinations please ensure the font is at the specified size to ensure our communications are accessible online.

WCAG only applies to fonts – illustrations, infographics and logo artwork are exempt, although usual good design practice applies.

Primary above 18pt



Secondary above 18pt



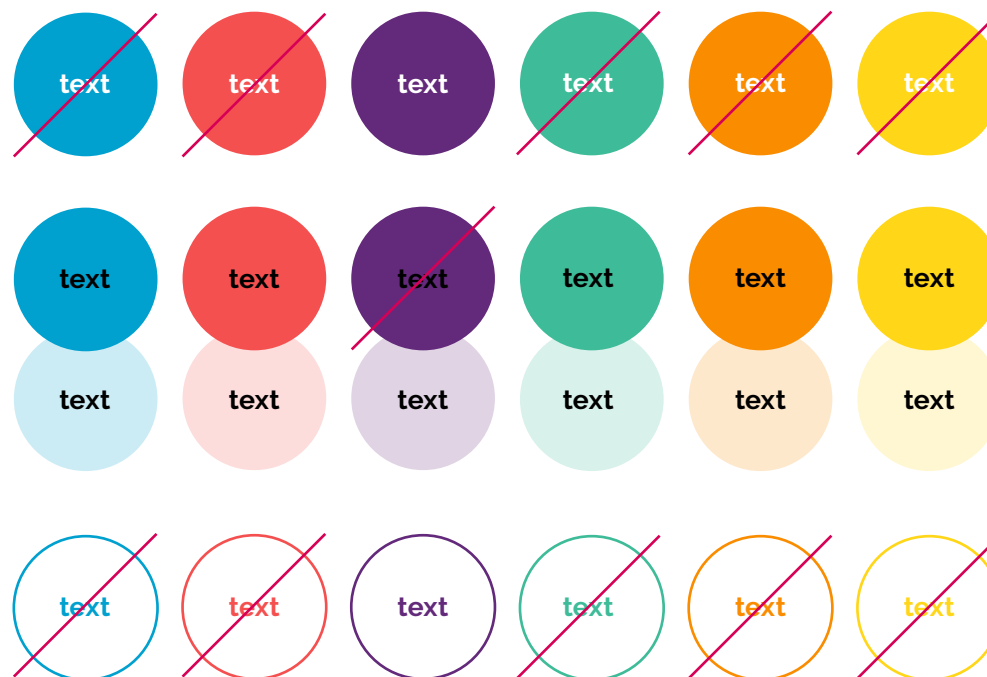
# HOW WE LOOK

## – DIGITAL ACCESSIBILITY

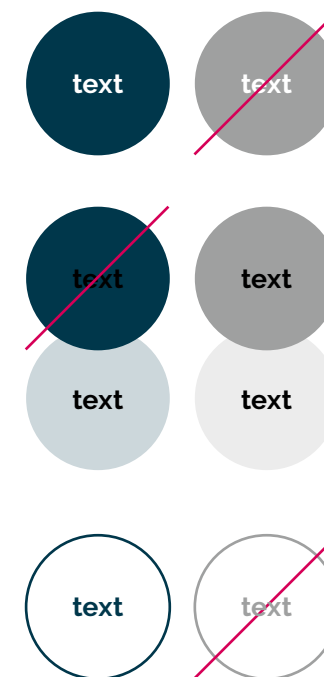
### Using colour with text –BELOW 18 pt

Please note some colour combinations are not accessible below 18pt (1.25em).

Primary below 18pt



Secondary below 18pt



# HOW WE LOOK

## – SELECTING COLOUR

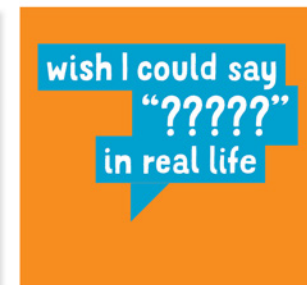
Colour is central to the Childline brand. It not only adds vibrancy but it also structure and clarity. That means we always avoid using too much colour in one go so that our designs don't look too chaotic or childish. As a rule of thumb we recommend limiting your design to just two main colours at one time.

To make things a little easier we've recommended different combinations to reflect different moods. You don't need to stick exclusively to these, but they're a good starting point for your designs.

Positive and vibrant



Hopeful and reassuring



Calming and muted

