

# Our colours

Yorkshire Water  
Brand Guidelines



# Our colours

Core colour palette

## Night blue

#131d3f

C 100  
M 92  
Y 42  
K 48

## Dark blue

#1f348c

C 100  
M 80  
Y 18  
K 5

## Digital Water blue

#3c57e8

## Water blue

C 100  
M 30  
Y 0  
K 0

## Sky blue

#d4ecfa

C 17  
M 0  
Y 0  
K 0

## White

#000000

C 0  
M 0  
Y 0  
K 0

## Aqua

#6fb4cf

C 61  
M 10  
Y 12  
K 0

## Grass

#69aa99

C 68  
M 11  
Y 48  
K 0

## Coral

#de6e68

C 10  
M 70  
Y 55  
K 0

## Buttercup

#e7b75a

C 6  
M 29  
Y 85  
K 0

# Colour usage

## Primary

Our primary colours should be our most recognisable. They can be used as colour blocks in print and digital, as headlines, sub-heads and body copy, or within our brand illustrations and icons.

Primary and secondary colours can be used together and should follow the 70/30 rule. So, if all the colours used make up 100% of the colour on a page, the primary colours should roughly take up 70% and the secondary colours 30%. Within a multi-frame application, e.g. a digital carousel, the rule applies to the whole carousel. So, you can have a higher proportion of secondary colour, as long as the 70/30 rule applies when all the frames are considered. NB. The 70/30 rule is an approximate visual rule.

## Digital

In digital applications, we substitute Water Blue for its Digital Water Blue equivalent, (Digital Water Blue should only be used online).

## Secondary

Our secondary colours inject energy and highlights into our comms. They can be used to pull out a key word or phrase in a headline, to highlight a sub-head or quote, for colour and as text on brand illustrations. Secondary colours should never be used as text on other secondary colours.

## \*CX, UX and information

While white copy is allowed on secondary colours in brand and marketing comms, we should avoid it when working digitally with UX, CX and information. In these more formal contexts, where legibility is key, we need to make sure our use of colour passes the Web AA accessibility test. The chart on the right shows all the acceptable combinations.

<b>Night blue</b>  White Sky blue Aqua Grass Coral Buttercup		<b>Aqua</b>  Night blue Dark blue *White
<b>Dark blue</b>  White Sky blue Aqua Grass Coral Buttercup		<b>Grass</b>  Night blue Dark blue *White
<b>Water blue</b>  White Sky blue Buttercup	<b>Digital Water blue</b>  White Sky blue Buttercup	<b>Coral</b>  Night blue Dark blue *White
<b>Sky blue</b>  Night blue Dark blue Water blue		<b>Buttercup</b>  Night blue Dark blue Water blue *White
<b>White</b>  Night blue Dark blue Water blue		

# Colour usage

## Headlines

To add interest and drama to headlines, key words or sentences can be pulled out in a secondary (highlight) colour. The highlight selection should begin or end the headline. The remaining headline is set in a primary colour or white.

For headlines with no natural split, the whole headline can be coloured, as long as this does not take up over 30% of the overall brand colour usage on the page. Do not use a secondary colour on another secondary colour.

## Sub-headline

Sub-headlines can be primary colours or pulled out in the same secondary colour as any highlight colour in the headline to visually link it. It cannot be pulled out in a different colour to the headline highlight colour, or only parts of it highlighted.

## Quotes

Quotes should be pulled out in a secondary colour in their entirety, not just a word or sentence. The highlight copy should match any used in the headline and/or sub-headline. A quote in a secondary colour cannot sit on a secondary colour block.

## Body copy

Body copy can use the primary colours and black only.

### Headlines do's



Brilliant,  
it looks like  
rain again



We're the  
unofficial  
sponsors of  
bathtime



Most of our  
best work  
goes down  
the drain

### Headlines don'ts



Jumping in  
with both feet.  
It's what we  
do best



Jumping in  
with both feet.  
It's what we  
do best

### Sub-headlines do's



Most of our  
best work  
goes down  
the drain

Water. It takes some  
serious looking after.



We're the  
unofficial  
sponsors of  
bathtime

Water. It takes some  
serious looking after.

### Sub-headlines don'ts



Jumping in  
with both feet.  
It's what we  
do best

Water. It takes some  
serious looking after.



Jumping in  
with both feet.  
It's what we  
do best

Water. It takes some  
serious looking after.

### Quotes do's



"Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit. Proin  
consectetur magna"



"Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit. Proin  
consectetur magna"



Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Proin consectetur magna  
lacus, in egestas neque.  
  
"Now this is  
what you call a  
factory tour"  
  
Praesent eu neque et tellus  
mollis varius. Donec purus  
quam, auctor.

### Quotes don'ts



"Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit. Proin  
consectetur magna"



"Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit. Proin  
consectetur magna"



Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Proin consectetur magna  
lacus, in egestas neque.  
  
"Now this is  
what you call a  
factory tour"  
  
Praesent eu neque et tellus  
mollis varius. Donec purus  
quam, auctor.