

Primary Colour Palette
Secondary Colour Palette

Colour Palette



Primary Colour Palette

Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive. Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our colour palette is applied consistently.

Our brand colours have been carefully selected to convey the perfect tone for us. Green is our signature brand colour — accompanied by a set of greyscales that create contrast, giving energy to our brand.

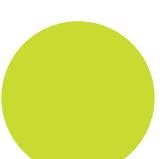
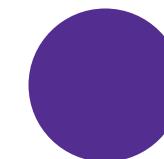
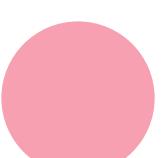
The Mental Health First Aid International colour palette consists of 5 primary colours. For consistency, only use the exact colour specifications outlined here.

For printed material, use the spot colour (Pantone) or 4-colour process (CMYK) breakdown for each colour. For on screen applications (e.g. web and PowerPoint), use the RGB or HEX breakdown.

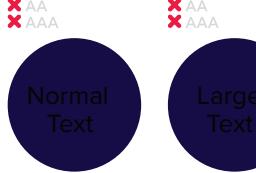
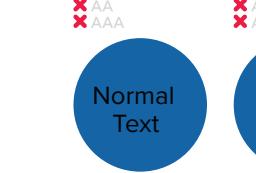
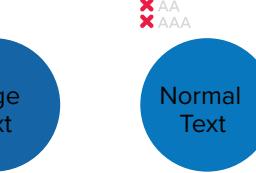
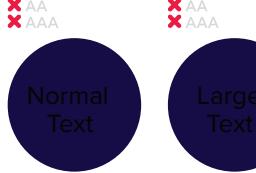
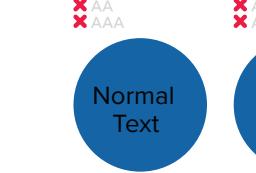
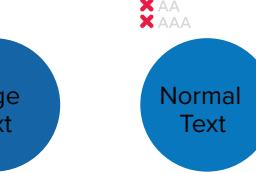
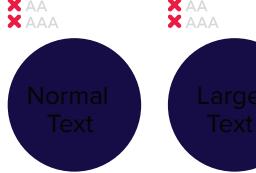
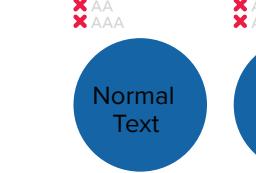
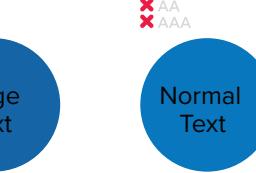
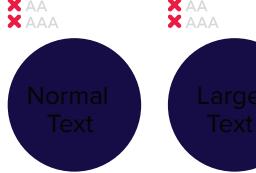
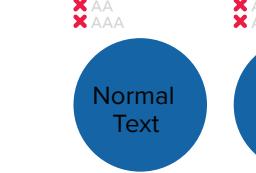
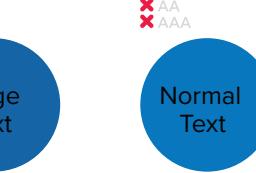
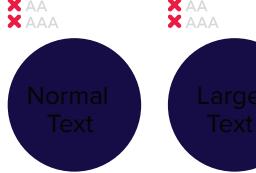
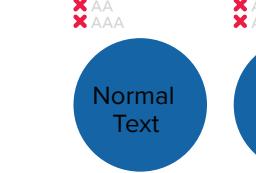
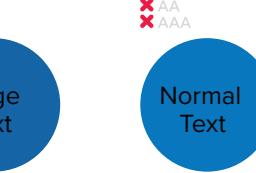
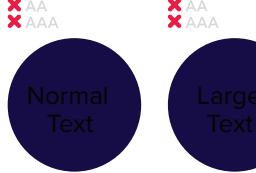
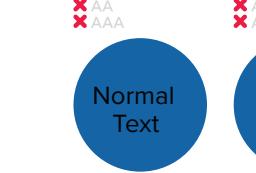
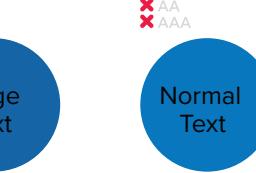
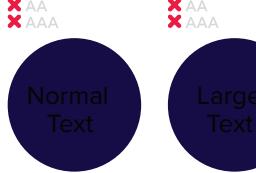
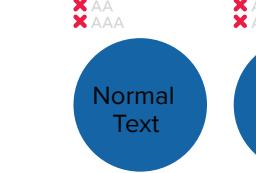
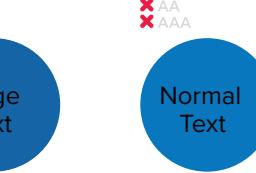
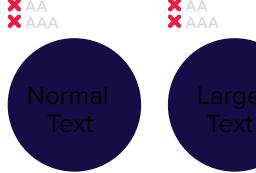
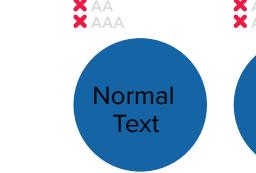
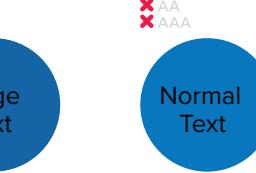
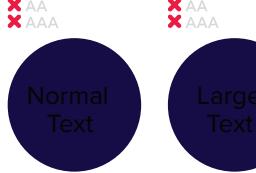
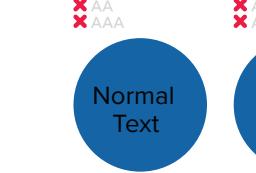
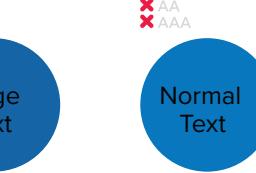
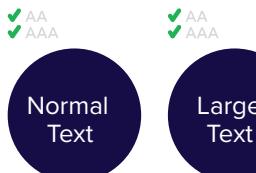
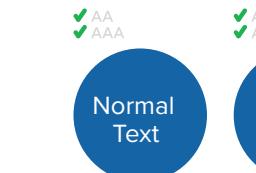
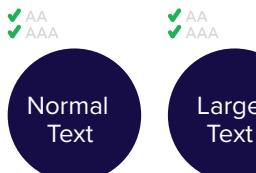
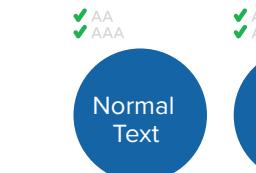
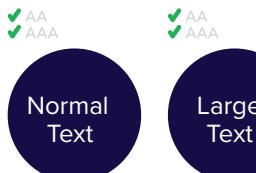
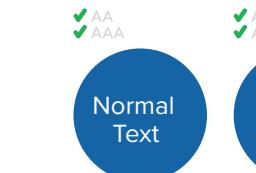
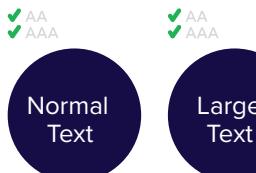
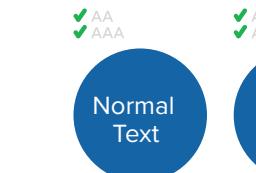
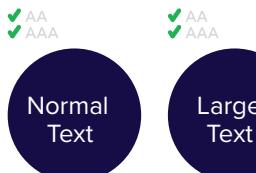
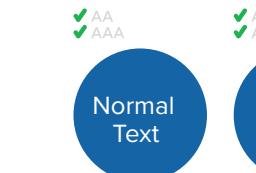
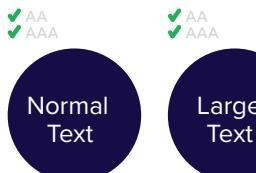
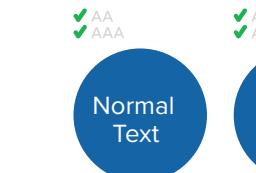
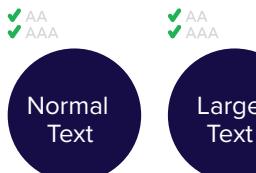
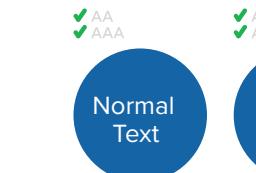
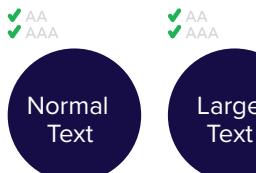
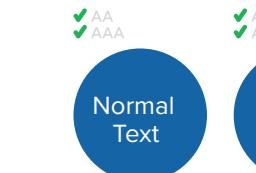
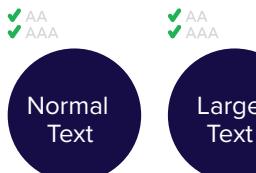
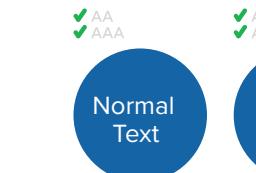
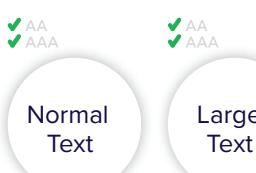
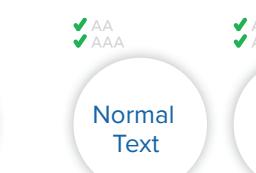
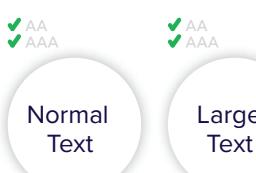
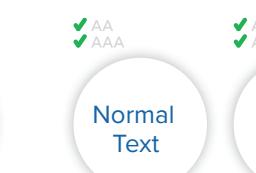
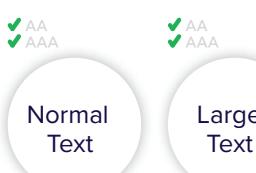
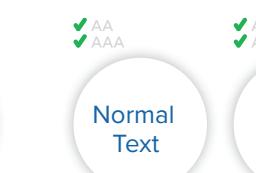
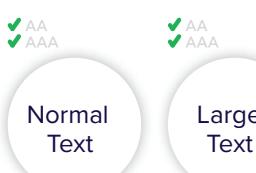
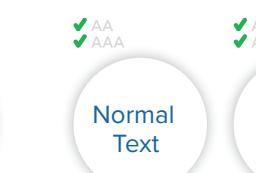
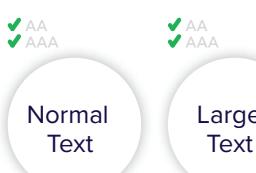
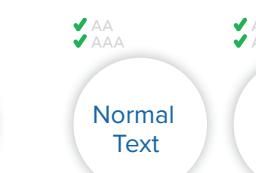
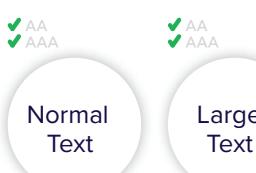
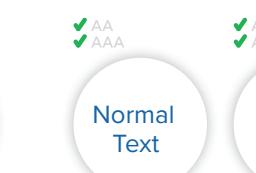
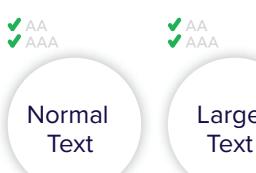
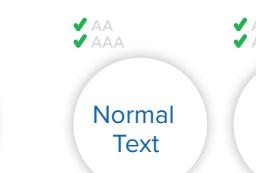
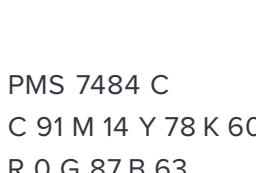
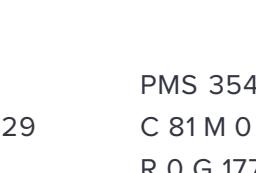
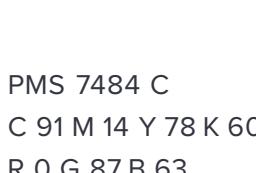
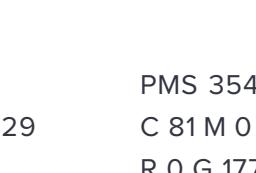
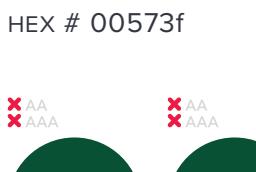
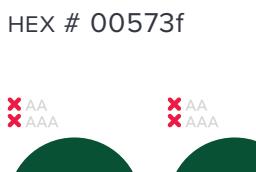
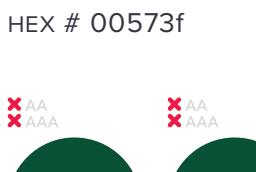
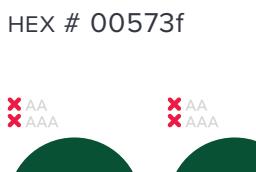
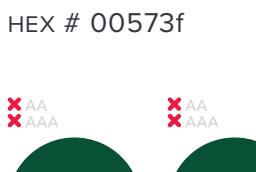
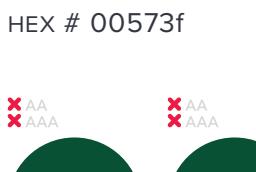
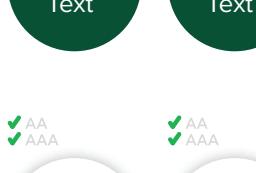
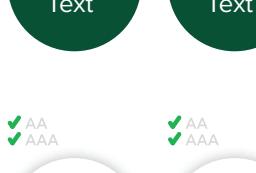
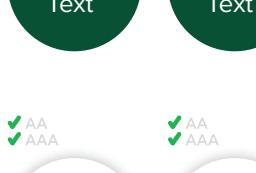
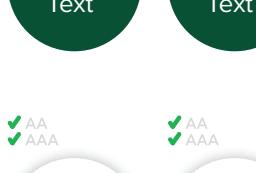
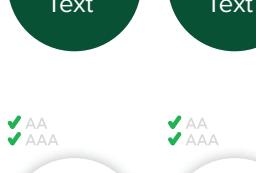
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RGB 0 / 0 / 0	CMYK 0 / 0 / 0 / 100	HEX # 000000
RGB 147 / 149 / 152	CMYK 0 / 0 / 0 / 50	HEX # 939597

Secondary Colour Palette

Incorporating the primary colour palette, the Mental Health First Aid International secondary colour palette is designed to accommodate the great range of applications across all sectors of the brand. The palette has been categorised in 10 colour groups, from navy to pink, but the colours do not have to be used in these sets. Any colour can appear next to another, as long as its use follows guidelines and the colours are a harmonious colour combination.

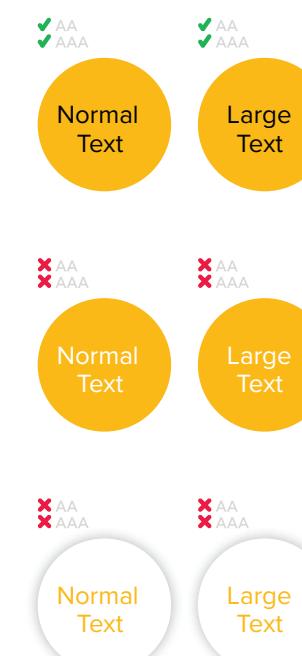
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Accessible Colour Palette

PMS 2765 C C 100 M 100 Y 9 K 57 R 32 G 21 B 71 WEBSAFE # 330033 HEX # 201547	PMS 2945 C C 100 M 50 Y 0 K 15 R 0 G 76 B 151 WEBSAFE # 003399 HEX # 004c97	PMS 285 C C 90 M 48 Y 0 K 0 R 0 G 114 B 206 WEBSAFE # 0066cc HEX # 0072ce	PMS 2193 C C 92 M 24 Y 0 K 0 R 0 G 144 B 218 WEBSAFE # 0099cc HEX # 0090da	PMS 2995 C C 83 M 1 Y 0 K 0 R 0 G 169 B 224 WEBSAFE # 0099cc HEX # 00a9e0	PMS 297 C C 52 M 0 Y 1 K 0 R 113 G 197 B 232 WEBSAFE # 66ccff HEX # 71c5e8	PMS 320 C C 96 M 0 Y 31 K 2 R 0 G 156 B 166 WEBSAFE # 009999 HEX # 009ca6	PMS 326 C C 74 M 0 Y 29 K 0 R 0 G 178 B 169 WEBSAFE # 009999 HEX # 00b2a9	PMS 318 C C 40 M 0 Y 14 K 0 R 136 G 219 B 223 WEBSAFE # 99cccc HEX # 88dbdf
  	  	  	  	  	  	  	  	  
  	  	  	  	  	  	  	  	  
  	  	  	  	  	  	  	  	  
  	  	  	  	  	  	  	  	  
  	  	  	  	  	 <img alt="Color swatches for PMS 3945 C showing Normal Text and Large Text with AA and AAA contrast ratios			

Accessible Colour Palette

PMS 7408 C
C 0 M 29 Y 100 K 0
R 246 G 190 B 0
WEBSAFE # ffcc00
HEX # f6be00



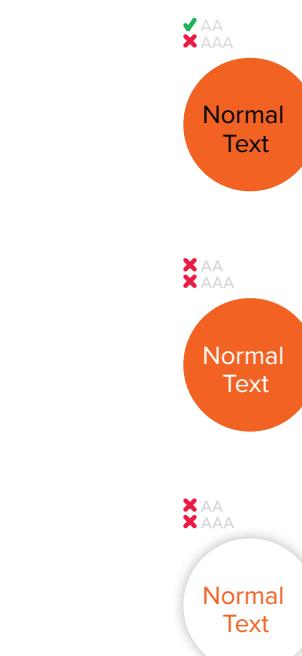
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C 0 M 6 Y 87 K 0
R 253 G 218 B 36
WEBSAFE # ffcc33
HEX # fdde24



PMS 107 C
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R 251 G 225 B 34
WEBSAFE # ffcc33
HEX # e35205



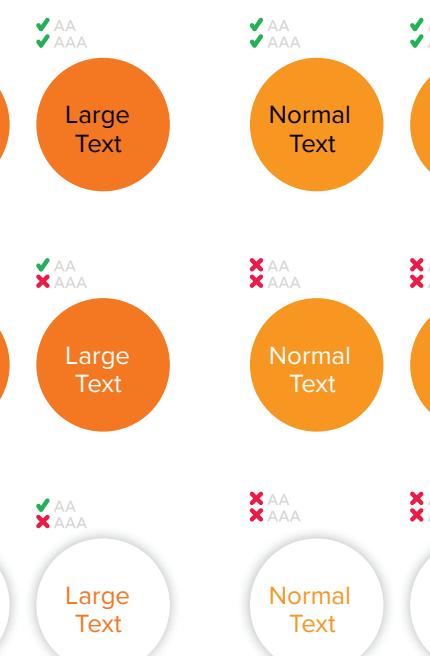
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HEX # e57200



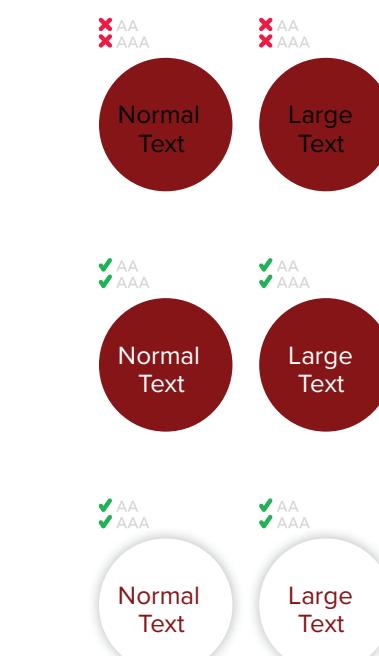
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HEX # e57200



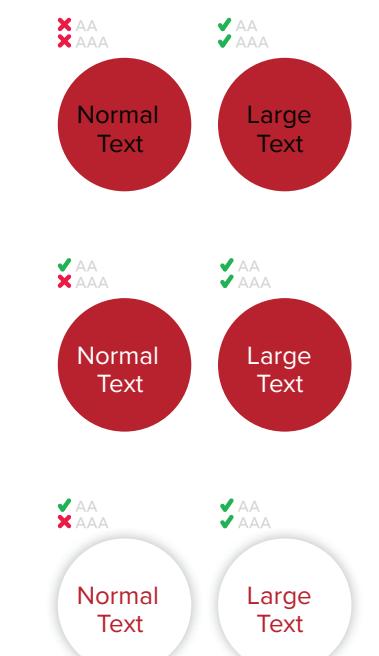
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WEBSAFE # ff9933
HEX # ff9e1b



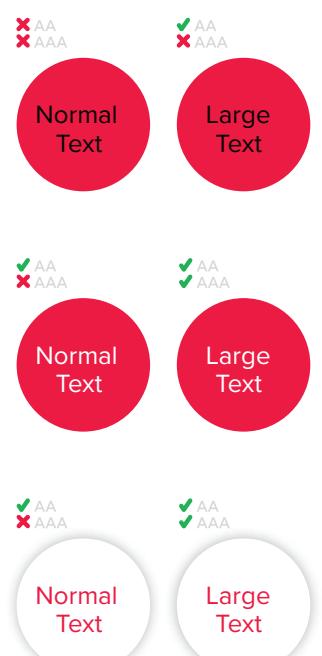
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R 138 G 42 B 43
WEBSAFE # 993333
HEX # 8a2a2b



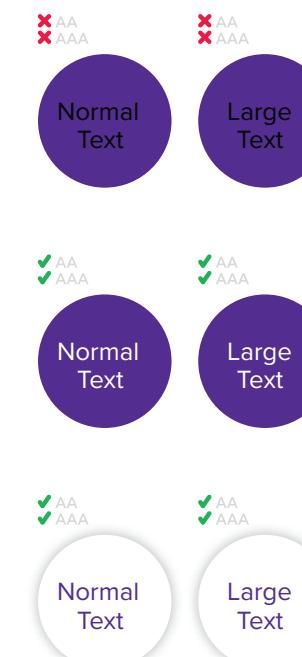
PMS 1805 C
C 5 M 96 Y 80 K 22
R 175 G 39 B 47
WEBSAFE # 993333
HEX # af272f



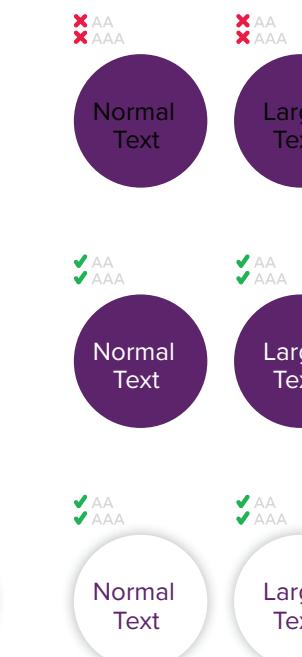
PMS 199 C
C 0 M 100 Y 72 K 0
R 213 G 0 B 50
WEBSAFE # cc0033
HEX # d50032



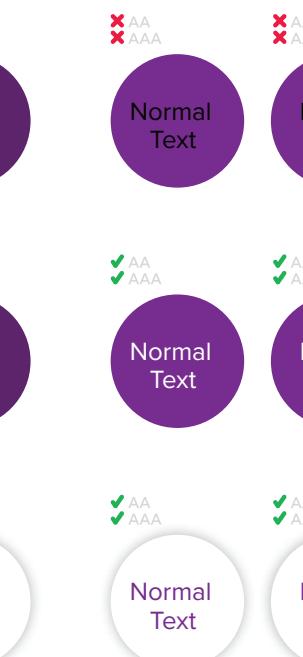
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HEX # 500778



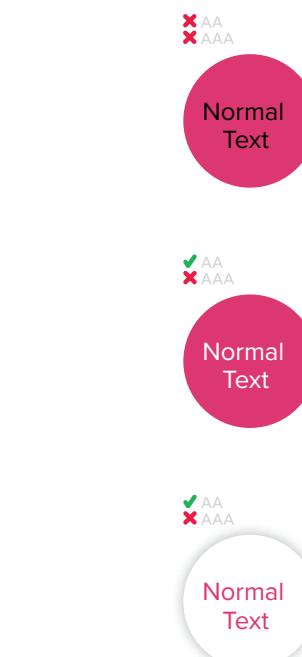
PMS 260 C
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R 100 G 38 B 103
WEBSAFE # 663366
HEX # 642667



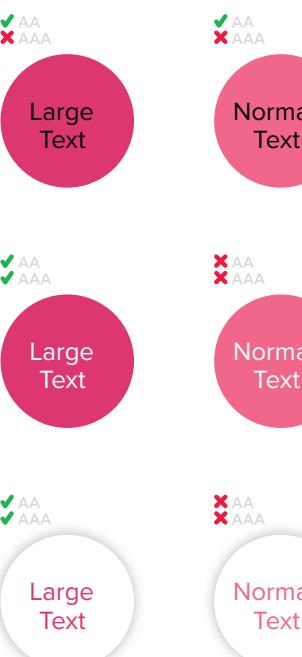
PMS 2602 C
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R 135 G 24 B 157
WEBSAFE # 990099
HEX # 87189d



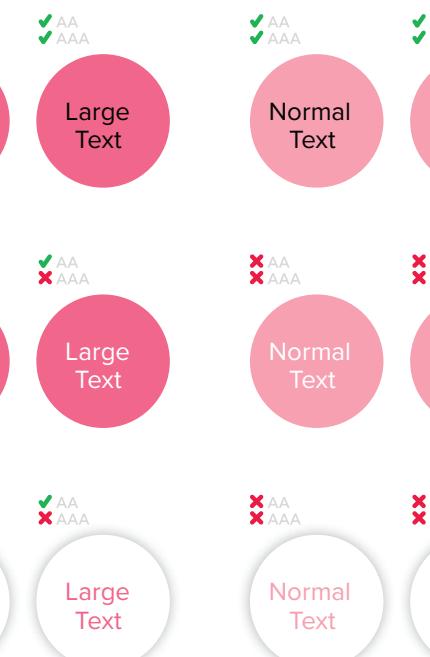
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WEBSAFE # cc3366
HEX # c63663



PMS 1915 C
C 0 M 75 Y 21 K 0
R 239 G 74 B 129
WEBSAFE # ff3399
HEX # ef4a81



PMS 197 C
C 0 M 46 Y 12 K 0
R 232 G 156 B 174
WEBSAFE # ff9999
HEX # e89cae



PMS COOL GREY 1 C
C 4 M 2 Y 4 K 8
R 217 G 217 B 214
WEBSAFE # ccccccc
HEX # d9d9d6

