

Primary Colour Palette  
Secondary Colour Palette

# Colour Palette

03

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.

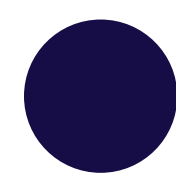
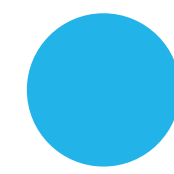
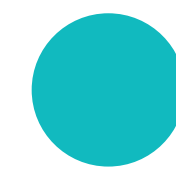
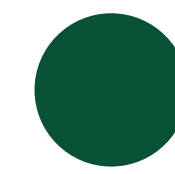
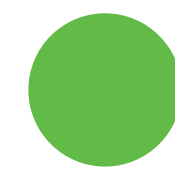
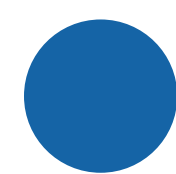
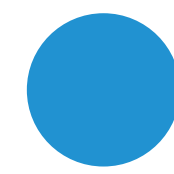
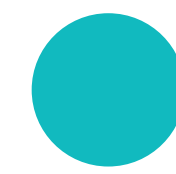
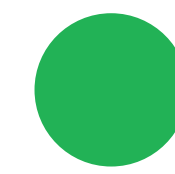
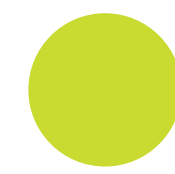
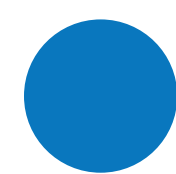
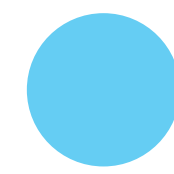
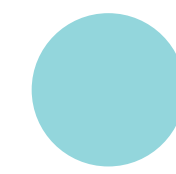
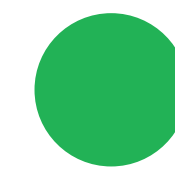
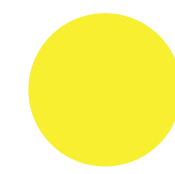
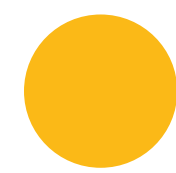
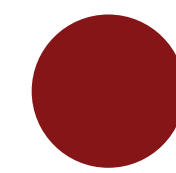
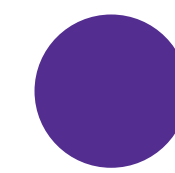
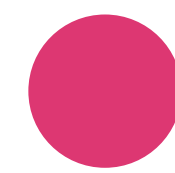
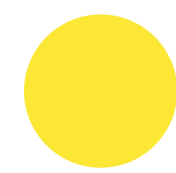
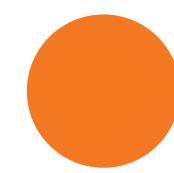
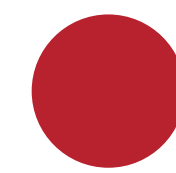
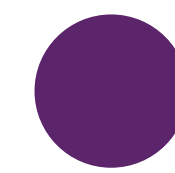
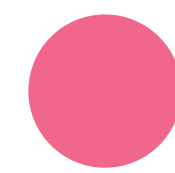
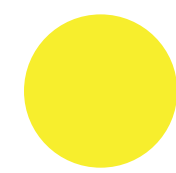
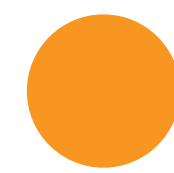
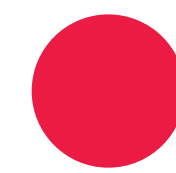
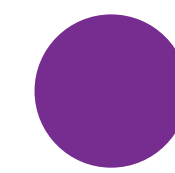
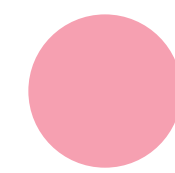
The Mental Health First Aid International colour palette consists of 5 primary colours. For consistency, only use the exact colour specifications outlined here.

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.

<div>RGB</div> <div>0 / 87 / 61</div>	<div>CMYK</div> <div>87 / 13 / 72 / 56</div>	<div>HEX #</div> <div>00573D</div>
<div>RGB</div> <div>0 / 171 / 83</div>	<div>CMYK</div> <div>91 / 0 / 96 / 0</div>	<div>HEX #</div> <div>00AA52</div>
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<div>RGB</div> <div>0 / 0 / 0</div>	<div>CMYK</div> <div>0 / 0 / 0 / 100</div>	<div>HEX #</div> <div>000000</div>
<div>RGB</div> <div>147 / 149 / 152</div>	<div>CMYK</div> <div>0 / 0 / 0 / 50</div>	<div>HEX #</div> <div>939597</div>

Secondary Colour Palette

Incorporating the primary colour palette, the Mental Health First Aid Internatinal 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.

	PMS 2765 C C 100 M 100 Y 9 K 57 R 32 G 21 B 71 WEBSAFE # 330033 HEX # 201547		PMS 2193 C C 92 M 24 Y 0 K 0 R 0 G 144 B 218 WEBSAFE # 0099cc HEX # 0090da		PMS 320 C C 96 M 0 Y 31 K 2 R 0 G 156 B 166 WEBSAFE # 009999 HEX # 009ca6		PMS 7484 C C 91 M 14 Y 78 K 60 R 0 G 87 B 63 WEBSAFE # 006633 HEX # 00573f		PMS 368 C C 65 M 0 Y 100 K 0 R 120 G 190 B 32 WEBSAFE # 66cc33 HEX # 78be20
	PMS 2945 C C 100 M 50 Y 0 K 15 R 0 G 76 B 151 WEBSAFE # 003399 HEX # 004c97		PMS 2995 C C 92 M 24 Y 0 K 0 R 0 G 169 B 224 WEBSAFE # 0099cc HEX # 00a9e0		PMS 326 C C 74 M 0 Y 29 K 0 R 0 G 178 B 169 WEBSAFE # 009999 HEX # 00b2a9		PMS 7726 C C 100 M 0 Y 93 K 29 R 0 G 123 B 75 WEBSAFE # 006633 HEX # 007b4b		PMS 381 C C 25 M 0 Y 98 K 0 R 206 G 220 B 0 WEBSAFE # cccc00 HEX # cedc00
	PMS 285 C C 90 M 48 Y 0 K 0 R 0 G 114 B 206 WEBSAFE # 0066cc HEX # 0072ce		PMS 297 C C 92 M 24 Y 0 K 0 R 113 G 197 B 232 WEBSAFE # 66ccff HEX # 71c5e8		PMS 318 C C 40 M 0 Y 14 K 0 R 136 G 219 B 223 WEBSAFE # 99cccc HEX # 88dbdf		PMS 354 C C 81 M 0 Y 92 K 0 R 0 G 177 B 64 WEBSAFE # 009933 HEX # 00b140		PMS 3945 C C 3 M 0 Y 90 K 0 R 243 G 229 B 0 WEBSAFE # ffcc00 HEX # f3e500
	PMS 7408 C C 0 M 29 Y 100 K 0 R 246 G 190 B 0 WEBSAFE # ffcc00 HEX # f6be00		PMS 166 C C 0 M 76 Y 100 K 0 R 227 G 82 B 5 WEBSAFE # cc6600 HEX # e35205		PMS 7623 C C 0 M 97 Y 87 K 53 R 138 G 42 B 43 WEBSAFE # 993333 HEX # 8a2a2b		PMS 2607 C C 83 M 99 Y 0 K 2 R 80 G 7 B 120 WEBSAFE # 660066 HEX # 500778		PMS 7635 C C 0 M 90 Y 25 K 8 R 198 G 54 B 99 WEBSAFE # cc3366 HEX # c63663
	PMS 115 C C 0 M 6 Y 87 K 0 R 253 G 218 B 36 WEBSAFE # ffcc33 HEX # fdda24		PMS 152 C C 0 M 66 Y 100 K 0 R 229 G 114 B 0 WEBSAFE # cc6600 HEX # e57200		PMS 1805 C C 5 M 96 Y 80 K 22 R 175 G 39 B 47 WEBSAFE # 993333 HEX # af272f		PMS 260 C C 66 M 100 Y 8 K 27 R 100 G 38 B 103 WEBSAFE # 663366 HEX # 642667		PMS 1915 C C 0 M 75 Y 21 K 0 R 239 G 74 B 129 WEBSAFE # ff3399 HEX # ef4a81
	PMS 107 C C 0 M 0 Y 92 K 0 R 251 G 225 B 34 WEBSAFE # ffcc33 HEX # fbe122		PMS 1375 C C 0 M 48 Y 99 K 0 R 255 G 158 B 27 WEBSAFE # ff9933 HEX # ff9e1b		PMS 199 C C 0 M 100 Y 72 K 0 R 213 G 0 B 50 WEBSAFE # cc0033 HEX # d50032		PMS 2602 C C 65 M 100 Y 0 K 0 R 135 G 24 B 157 WEBSAFE # 990099 HEX # 87189d		PMS 197 C C 0 M 46 Y 12 K 0 R 232 G 156 B 174 WEBSAFE # ff9999 HEX # e89cae

Accessible Colour Palette

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

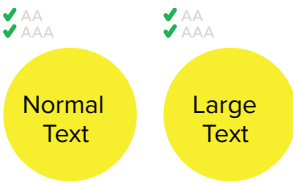
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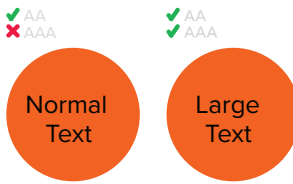
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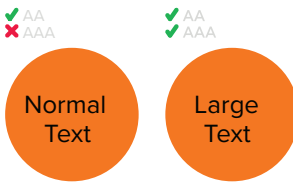
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C 0 M 0 Y 92 K 0  
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WEBSAFE # ffcc33  
HEX # fbe122



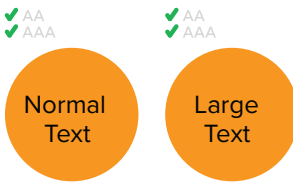
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WEBSAFE # cc6600  
HEX # e35205



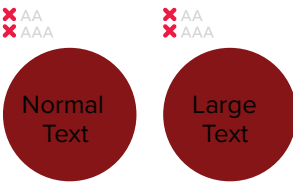
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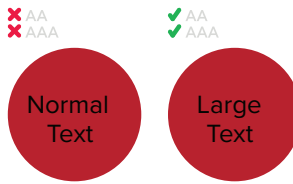
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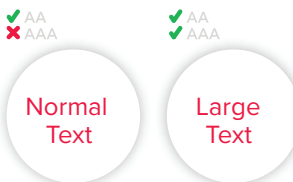
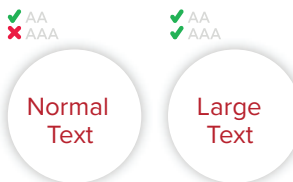
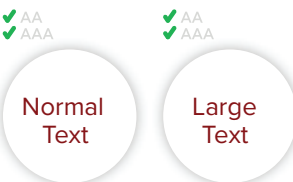
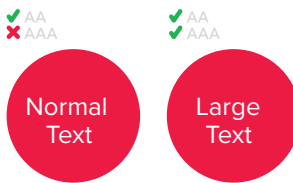
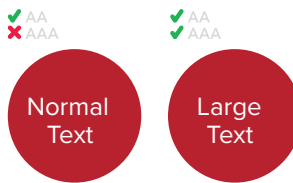
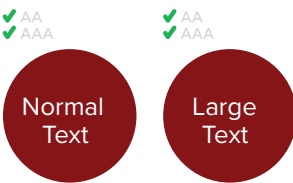
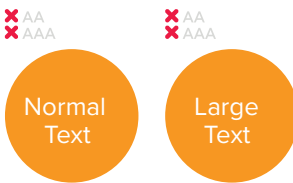
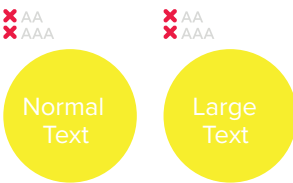
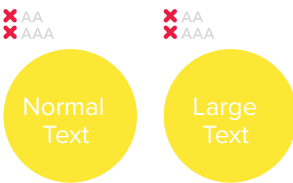
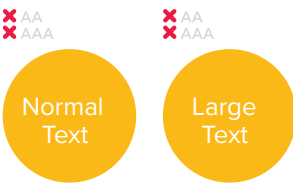
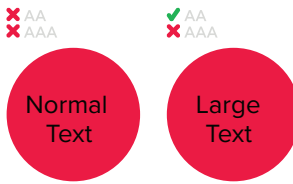
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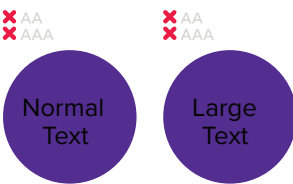
PMS 1805 C  
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R 175 G 39 B 47  
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HEX # af272f



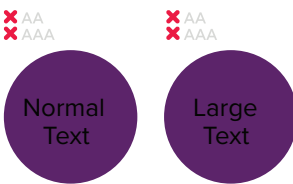
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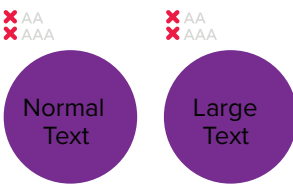
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R 80 G 7 B 120  
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HEX # 500778



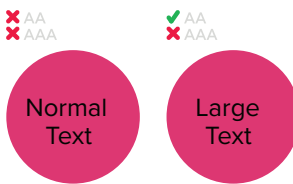
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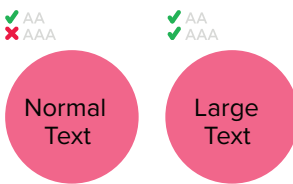
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R 135 G 24 B 157  
WEBSAFE # 990099  
HEX # 87189d



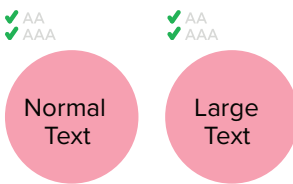
PMS 7635 C  
C 0 M 90 Y 25 K 8  
R 198 G 54 B 99  
WEBSAFE # cc3366  
HEX # c63663



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 # cccccc  
HEX # d9d9d6

