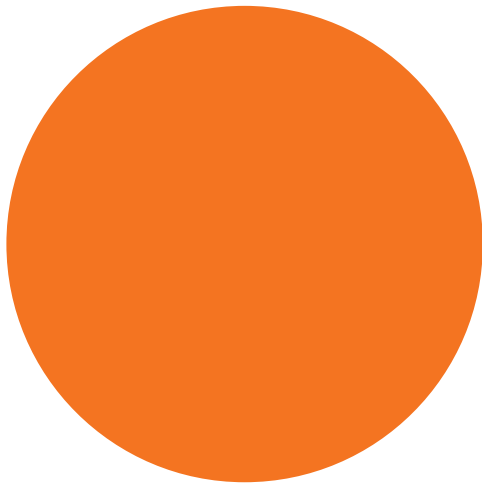


UBUNTU COLOURS

Colour is an effective, powerful and instantly recognisable medium for visual communications. To convey the brand personality and brand values, there is a sophisticated colour palette.

These colours are used widely in the brand communications, to convey the precise, reliable and free personality.



UBUNTU ORANGE

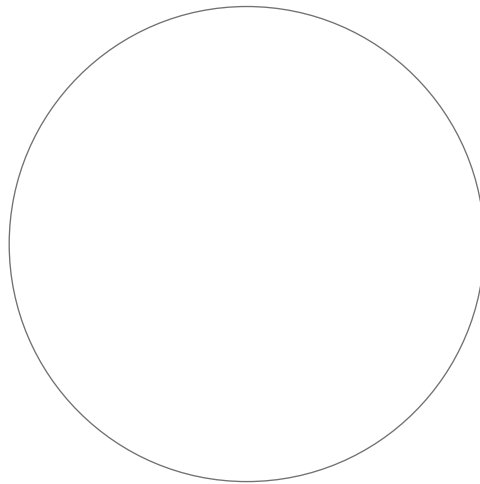
Screen

HEX #DD4814

Print

C0 M79 Y100 K0

Pantone 1665



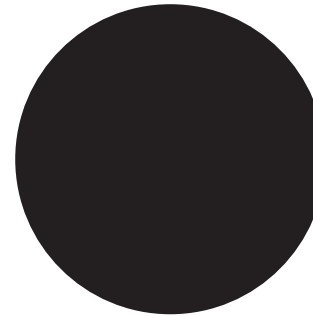
WHITE

Screen

HEX #FFFFFF

Print

C0 M0 Y0 K0



BLACK

Screen

HEX #000000

Print

C0 M0 Y0 K100

UBUNTU CORE COLOURS

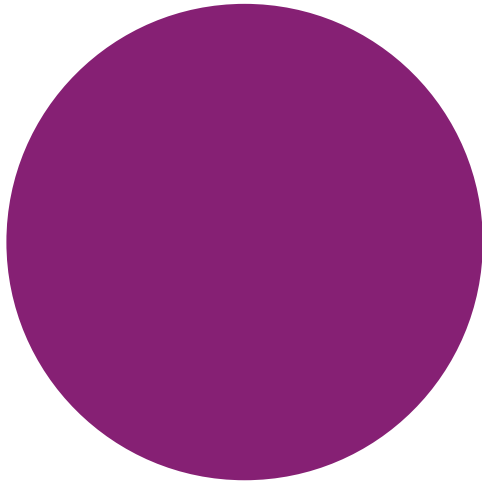
The Ubuntu colour palette has been created to reflect the spirit of our brand. Orange for a community feel. White for a clean, fresh and light feel.

Black is used in some versions of the brandmark for flexibility of application and where print restrictions apply. It can also be used for bobby copy.

PLEASE NOTE: The colours shown in this section are a guide only and should not be used as an accurate match.

Pantone Matching System is a worldwide printing, publishing and packaging language for the selection, marketing and control of colour.

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LIGHT AUBERGINE

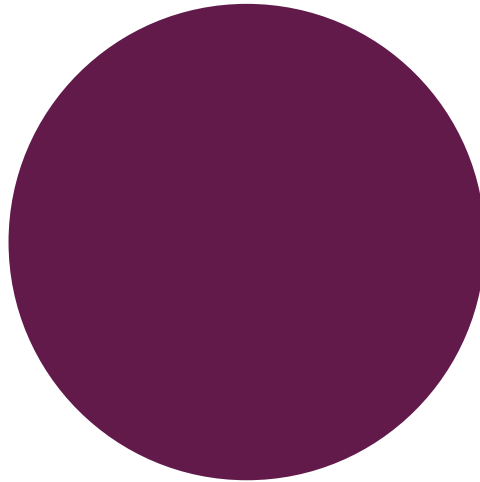
Screen

HEX #77216F

Print

C60 M100 Y15 K5

Pantone 512



MID AUBERGINE

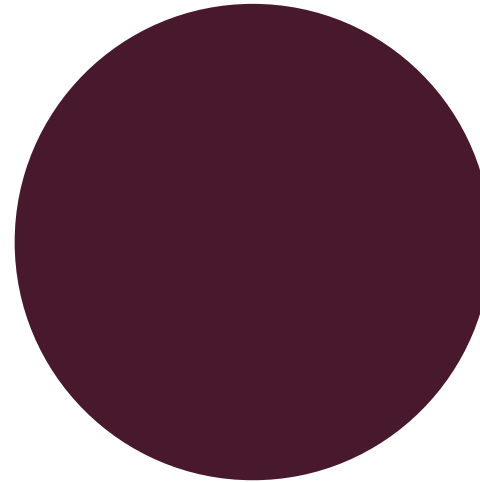
Screen

HEX #5E2750

Print

C70 M100 Y50 K20

Pantone 511



DARK AUBERGINE

Screen

HEX #2C001E

Print

C66 M98 Y21 K85

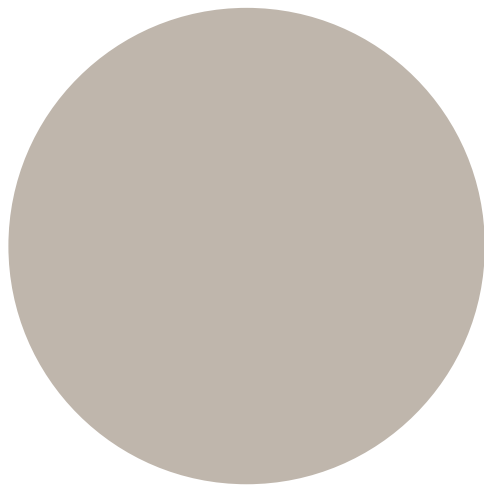
Pantone 7449

SUPPORTING COLOURS

In addition, there is a supporting colour palette for when communications have a consumer or enterprise focus.

- Light Aubergine for a consumer focus
- Dark Aubergine for an enterprise focus
- Mid Aubergine for a balance of both

Refer to the 'How does it all come together?' section for examples of how to use the supporting colours correctly.



WARM GREY

Screen

HEX #AEA79F

Print

C0 M5 Y10 K29
Pantone Warm Grey 5



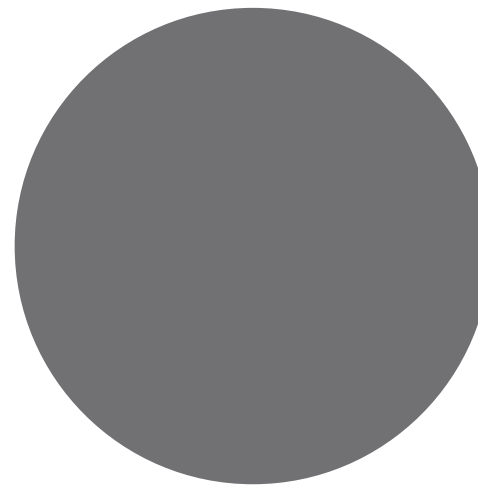
SMALL DOT GREY

Screen

HEX #AEA79F

Print

C0 M0 Y10 K29
Pantone Warm Grey 5



COOL GREY

Screen

HEX #333333

Print

C44 M34 Y22 K78
Pantone Cool Grey 11

Text grey is used for small size headings, sub-headings and body copy text only.

Text grey is used for small size headings, sub-headings and body copy text only.

TEXT GREY

Screen

HEX #333333

Print

C0 M0 Y0 K70
Pantone Cool Grey 11

NEUTRAL COLOURS

Warm grey

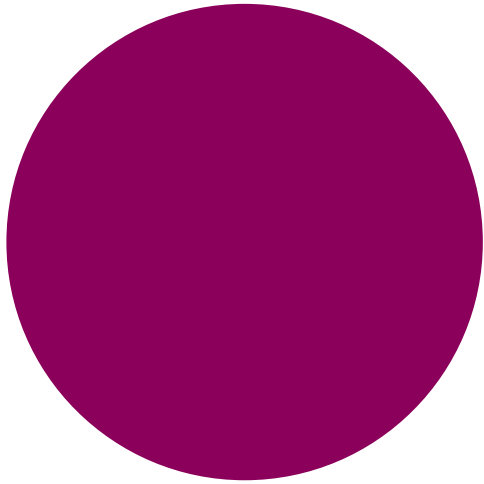
For balance. The addition of warm grey softens the combination of orange and aubergine and provides a bridge between the two.

Warm grey can be used for; backgrounds, graphics, pictograms, dot patterns, charts and diagrams. It can also be used for large size text.

Cool grey

For typography, particularly body copy. Black can be quite harsh in combination with aubergine, but grey delivers more balance while still being legible.

Cool grey can also be used within charts and diagrams.



CANONICAL AUBERGINE

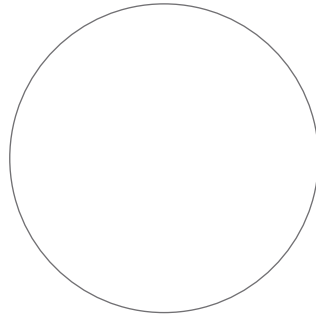
Screen

HEX #772953

Print

C26 M99 Y12 K52

Pantone 683



WHITE

Screen

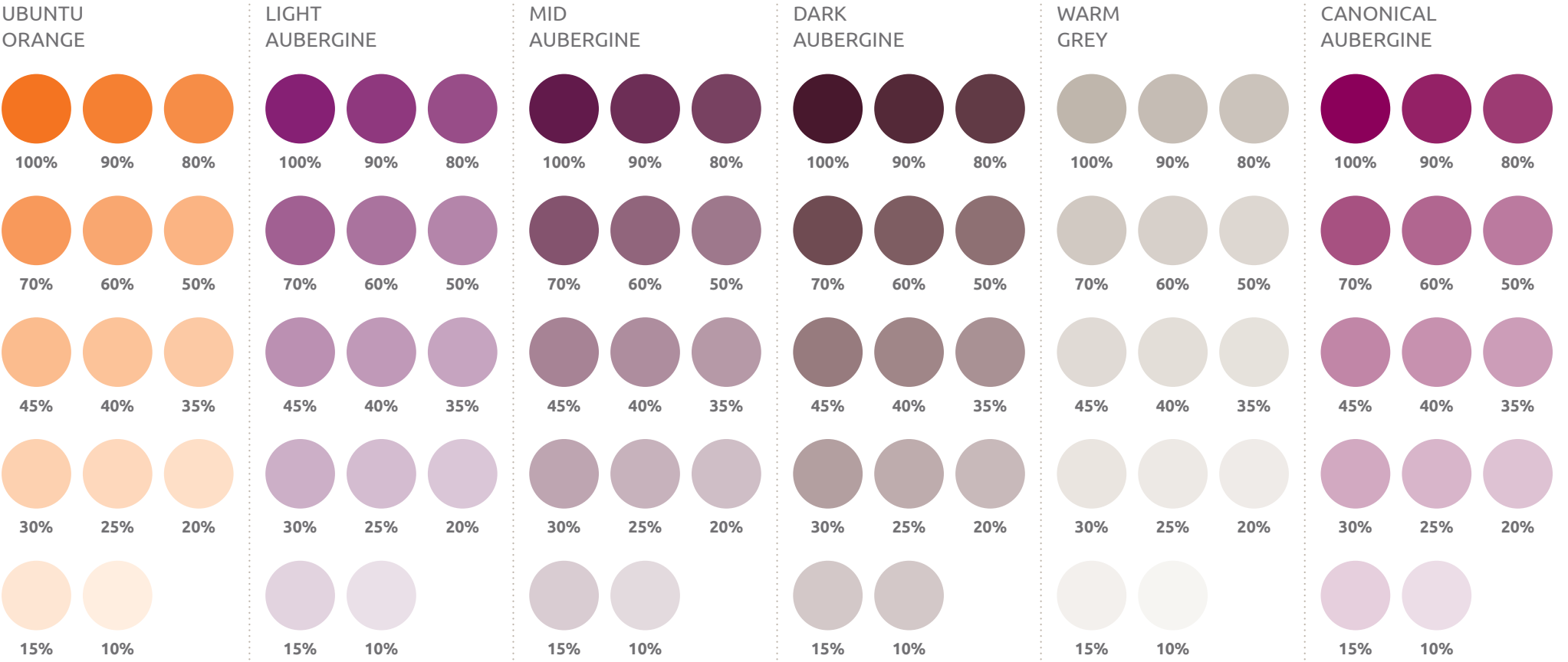
HEX #FFFFFF

Print

C0 M0 Y0 K0

CANONICAL CORE COLOURS

The Canonical colour palette has been created to reflect the spirit of our brand. **Aubergine for...** **...feel.**
White for a clean, fresh and light feel.



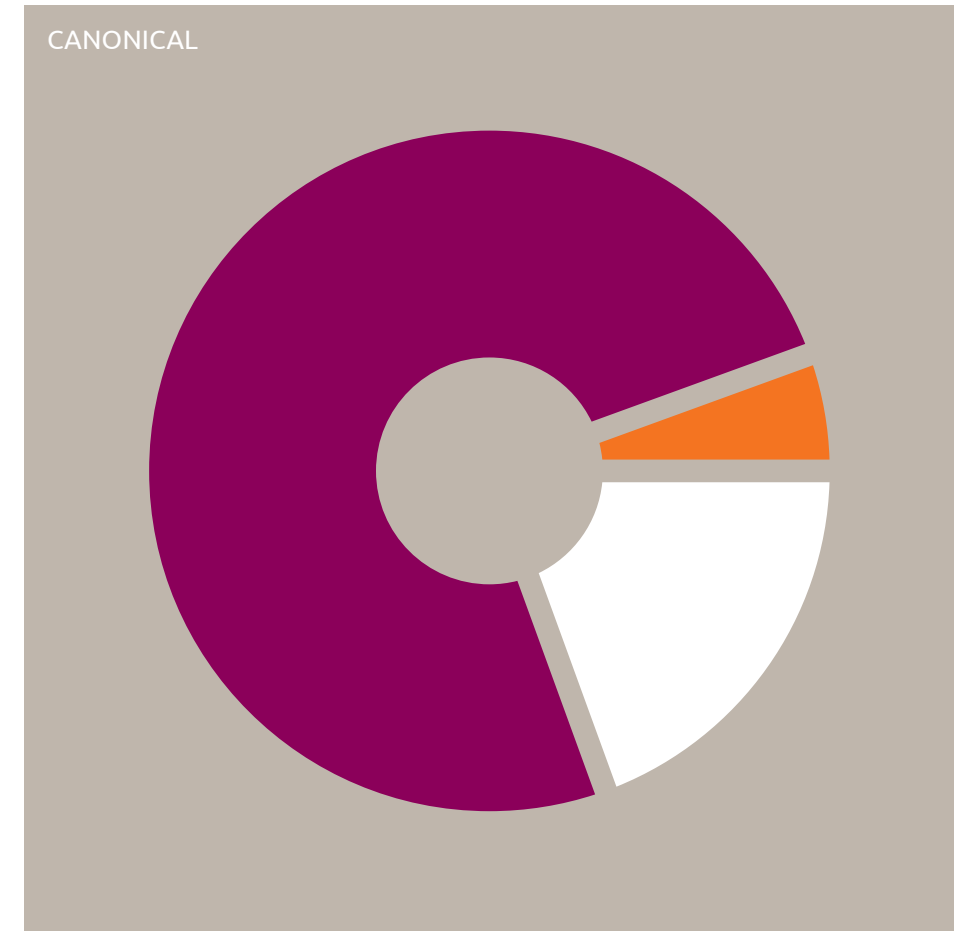
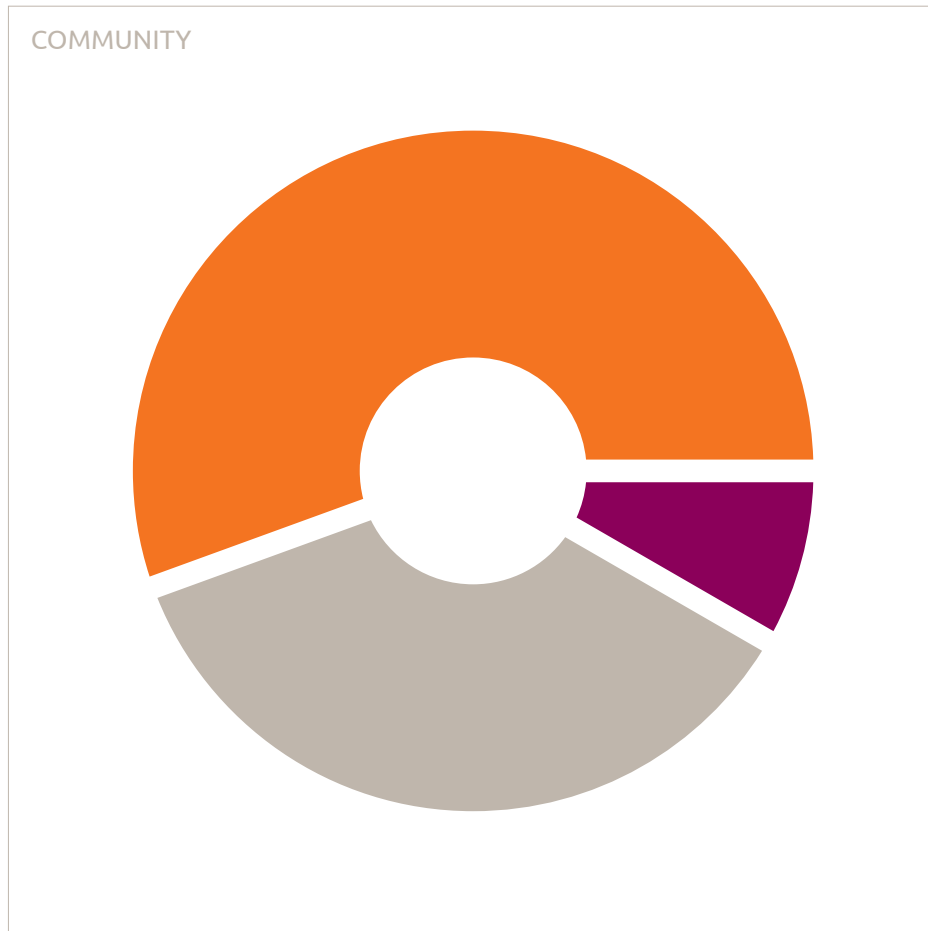
TINTS

Tints of the above palette colours can be used as background colours and in charts and diagrams when a clear visual hierarchy of information is needed.

Tint percentages

Use only the percentages shown on this page.
Never use a tint less than 10%.

Refer to the 'How does it all come together?' section for examples of how to use tints correctly.



THE AMOUNT OF COLOUR WE USE

Our colour palette consists of Orange, Aubergine, White and Warm Grey. The amount of colour we use for Community and Canonical collateral varies according to the emphasis of the content.

For instance, for Community-focused materials, Orange is the predominant colour and Aubergine is used as a highlight.

For Canonical-focused materials, we use Aubergine as the predominant colour and Orange as the highlight. We use White and Warm Grey to complement the Orange and Aubergine.