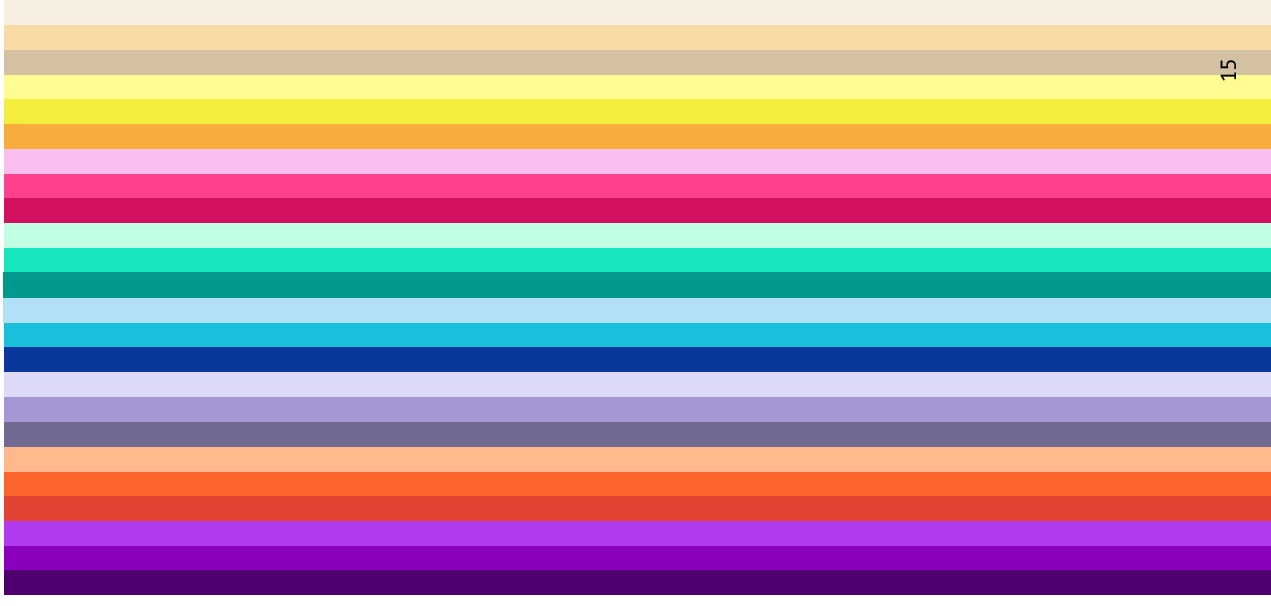


## Brand colour palette

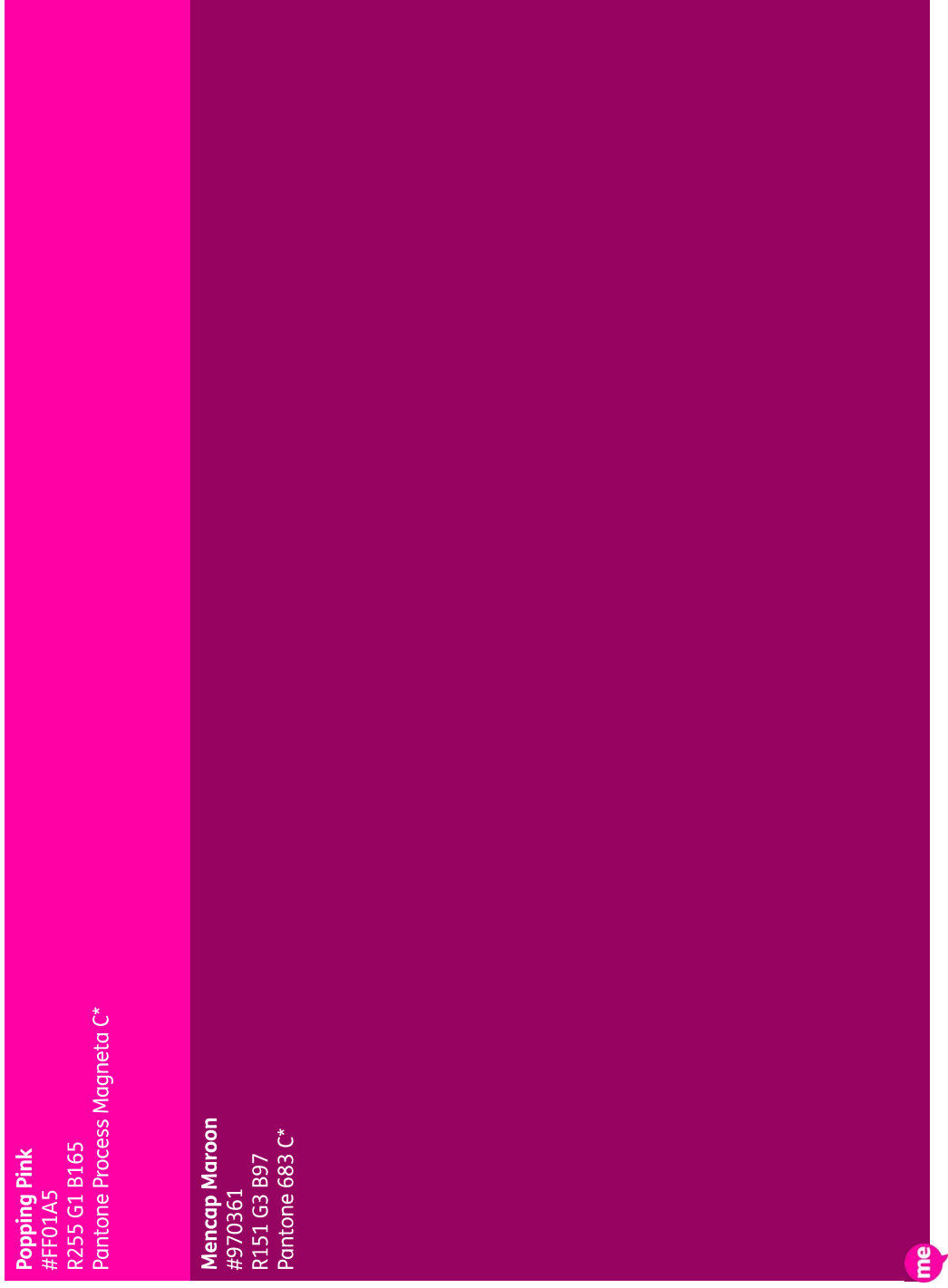
Our brand colours have been evolved to appear more modern, bold and distinctive.



# Brand colour palette

## Core colours

\*Subject to print testing



**Popping Pink**  
#FF01A5  
R255 G1 B165  
Pantone Process Magenta C\*

**Mencap Maroon**  
#970361  
R151 G3 B97  
Pantone 683 C\*

**Light Purple**  
#B13CEF  
R177 G60 B239  
Pantone 2582 C\*

**Dark Purple**  
#4F006F  
R79 G0 B111  
Pantone 2607 C\*

**Light Oatmeal**  
#F7F0E2  
R247 G240 B226  
Pantone 9244 C\*

**Dark Rose**  
#D31160  
R211 G17 B96  
Pantone 2040 C\*

# Brand colour palette

## Support colours

Our support colours are used in social media, illustrations, diagrams and information design

\*Subject to print testing

<b>Dark Orange</b> #E24434 R226 G68 B52 Pantone 179 C*	<b>Bright Orange</b> #FB642D R251 G100 B45 Pantone 165 C*	<b>Light Orange</b> #FFB98A R255 G185 B138 Pantone 713 C*	<b>Bright Purple</b> #8B00BA R139 G0 B186 Pantone 253 C*
<b>Dark Mauve</b> #726993 R114 G105 B147 Pantone 667 C*	<b>Bright Mauve</b> #A497D3 R164 G151 B211 Pantone 3543 C*	<b>Light Mauve</b> #DDD9F9 R221 G217 B249 Pantone 2085 C*	<b>Light Rose</b> #F9BDEE R249 G189 B238 Pantone 2365 C*
<b>Dark Blue</b> #0A379B R10 G55 B155 Pantone 286 C*	<b>Bright Blue</b> #19C0DB R25 G192 B219 Pantone 311 C*	<b>Light Blue</b> #B2E0F9 R178 G224 B249 Pantone 290 C*	<b>Light Grey</b> #FBFBF9 R251 G251 B249 Pantone 9061 C*
<b>Dark Green</b> #02998E R2 G153 B142 Pantone 7716 C*	<b>Bright Green</b> #17E5BD R23 G229 B189 Pantone 3255 C*	<b>Light Green</b> #C0FFE1 R192 G255 B225 Pantone 573 C*	<b>Bright Oatmeal</b> #F9DBA5 R249 G219 B165 Pantone 911 C*
<b>Dark Yellow</b> #F7AC3B R247 G172 B59 Pantone 143 C*	<b>Bright Yellow</b> #F4EF3D R244 G239 B61 Pantone 394 C*	<b>Light Yellow</b> #FFFC91 R255 G252 B145 Pantone 601 C*	<b>Cream</b> #FFFFFF1 R255 G255 B241 Pantone 9064 C*

# Brand colour palette

## Preferred combinations

### Mencap brand materials

These combinations can be used on high-visibility Mencap design materials like front covers, posters, hero panels online and on social media.

### Social media, illustrations, diagrams and information design

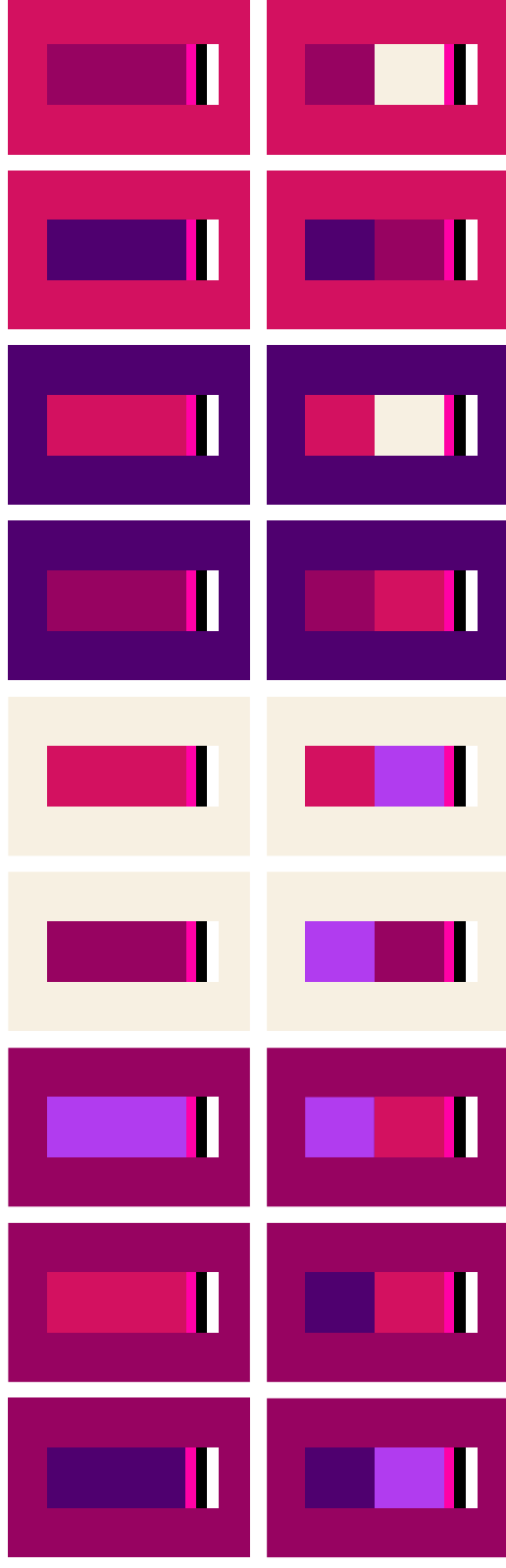
These combinations can be used within Mencap designs to help make them more engaging and add character. When used in a piece of information or advice we don't use a different combination on each page, preferring to choose one combination for use throughout a piece of design.

These combinations can be used on covers for a brochure or social media series.

These colours can be used on white, cream and light grey backgrounds.

Please don't use all five colours in equal weighting. Black and white should be used for text with popping pink used sparingly as a highlight.

Mencap brand materials



Social media, illustrations, diagrams and information design

