



























Colour pallet

| | |
|--|--|
| Pantone | Pantone |
|  |  |
| Red Pantone 485C | Orange Pantone 1235C |
| CMYK coated | CMYK coated |
|  |  |
| Red C0 M96 Y100 K0 | Orange C0 M36 Y98 K0 |
| CMYK uncoated | CMYK uncoated |
|  |  |
| Red C0 M96 Y100 K0 | Orange C0 M29 Y91 K0 |

| | |
|--|---|
| Pantone | Pantone |
|  |  |
| Dark green Pantone 3425C | Oxfam green Pantone 376C |
| CMYK coated | CMYK coated |
|  |  |
| Dark green C94 M13 Y83 K44 | Oxfam green C56 M0 Y100 K0 |
| CMYK uncoated | CMYK uncoated |
|  |  |
| Dark green C100 M0 Y78 K42 | Oxfam green C50 M0 Y100 K0 |

| | |
|--|--|
| Pantone | Pantone |
|  |  |
| Dark blue Pantone 286C | Light blue Pantone 2985C |
| CMYK coated | CMYK coated |
|  |  |
| Dark blue C100 M75 Y0 K0 | Light blue C60 M0 Y3 K0 |
| CMYK uncoated | CMYK uncoated |
|  |  |
| Dark blue C100 M66 Y0 K2 | Light blue C59 M0 Y6 K0 |

| | |
|--|--|
| Pantone | Spot colour |
|  |  |
| Purple Pantone 2746C | Pink (Magenta) M100 |
| CMYK coated | CMYK |
|  |  |
| Purple C100 M100 Y0 K0 | Pink (Magenta) M100 |
| CMYK uncoated | CMYK |
|  |  |
| Purple C100 M92 Y0 K10 | Pink (Magenta) M100 |

| | |
|---|---|
|  |  |
| Black K100 | White |

Colour pallet - for web

Home



7DC242



006543

Oxfam in Action



3BC1ED



005BAA

Get Involved



FFA525



EF4223

Donate



EC008C



2A2A86

Shop (+ misc pages)



006543



7DC242

Resources



2A2A86



EC008C

Emergencies



EF4223



5E0000

Colour pairing

All communications should lead with these main bright colour pairings.

The first four colour pairings are the main colours for Be Humankind communications.

The red/black and mono pairings are supplementary, to be used in a specific context:

Red and black

For emergencies communications

Black and white

For mono advertising only

For long copy, eg. magazines, papers or newsletters, use black on white rather than the Be Humankind colour pairings, as the contrast between black and white makes long copy easier to read.

For large pieces of work/suites of material, use more than one of the colour pairings for different pages or sections, to create visual energy that expresses provocative optimism.



Orange
Pantone 1235C



Red
Pantone 485C



Light blue
Pantone 2985C



Dark blue
Pantone 286C



Pink (Magenta)
M100



Purple
Pantone 2746C



Oxfam green
Pantone 376C



Dark green
Pantone 3425C



Red
Pantone 485C



Black
K100



White



Black
K100