# Colour

Colour plays a crucial role in setting the emotional tone for our communications. In this section you can find guidance on colour usage for digital and print applications.

# Primary Colour Palette

Our primary colour palette is made up of black, white and gold. Black and white should feature prominently. Black and white are the most accessible of colour combinations which makes communications more open to our diverse audiences and should feature prominently. Gold should only be used for block graphics, such as the line on the CTA.

## Primary Colours

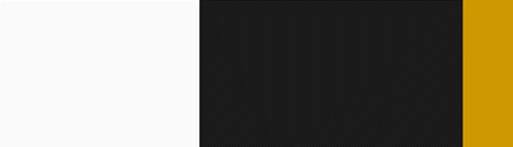


Figure 1 Primary digital colours with a reduced black and white.



Figure 2 Primary colours with a deeper black and white.

### White

**CMYK** C:0 M:0 Y:0 K:0

**RGB** R:250 G:250 B:250

**HEX** FAFAFA

### Black



**CMYK** C:0 M:0 Y:0 K:100

**RGB** R:27 G:27 B:27

**HEX** 1B1B1B

### Gold



100% 60% 30%

**CMYK** C:10 M:30 Y:100 K:20

**RGB** R:197 G:154 B:0

**HEX** C59A00