

Colour

Our simplified colour palette is a strong part of our identity. The palette is split into three sections:

- **Primary colours** – our core logo colours, plus a set of lighter and fresher colours used to compliment our logo colours and create a more recognisable brand impression across our communications
- **Neutral colours** – a palette of neutral tones has been introduced to help balance the primary colours
- **Supporting highlighter colour** – to be used carefully as an accent colour to highlight important information such as benefit statements.

PRIMARY COLOURS



CITB Purple
C72 / M95 / Y35 / K15
R102 / G55 / B99
#663763



CITB Green
C100 / M0 / Y38 / K47
R40 / G110 / B113
#286E71



CITB Navy
C100 / M57 / Y0 / K40
R0 / G45 / B98
#003366



CITB Blue
C100 / M43 / Y0 / K0
R0 / G103 / B198
#0065BD



Raspberry
C17 / M100 / Y0 / K18
R177 / G0 / B110
#b1006e



Teal
C90 / M0 / Y25 / K0
R0 / G165 / B192
#00a5c0



Violet
C70 / M65 / Y0 / K0
R101 / G97 / B169
#6561a9



Azure
C80 / M0 / Y0 / K0
R0 / G177 / B235
#00b1eb

NEUTRAL COLOURS



Slate
C33 / M6 / Y0 / K71
R77 / G93 / B104
#4d5d68



Graphite
C23 / M4 / Y0 / K50
R127 / G141 / B153
#7f8d99



Concrete
C13 / M2 / Y0 / K28
R181 / G191 / B200
#b5bfc8



Buff
C6 / M6 / Y9 / K0
R243 / G239 / B233
#f3efe9

SUPPORTING HIGHLIGHTER COLOUR



Mustard
C0 / M39 / Y100 / K0
R246 / G168 / B0
#F6A800