
Main colours.

We use **black** and **white** because they contrast. It reflects our professional yet courageous ethos. It's good. It's strong.

The benefit in using a single colour (black) is that it is available everywhere and to everyone.

By default use white as a background rather than black as it is easier to read. Only use black when absolutely necessary.

WHITE

#FFFFFF R255 G255 B255 C0 M0 Y0 K0

BLACK

#000000 R0 G0 B0 C100 M100 Y100 K100

Accent Colour.

Deep Aqua is fresh, bold, energetic. It has been selected to compliment our stark black and white primary colours. It was chosen by young people around the world.

Our accent colour, Deep Aqua, should never be used as a main colour, its use has to be subtle. You can use the templates which include the accent colour, but are not to use it outside of this.

The accent colour should not take up more than 5% of a page, (apart from this page which is demonstrating the colour in full.)

The only exception is when a third colour is absolutely essential, for example on an appeal. If you wish to use Deep Aqua in this way you must contact the communications team at:

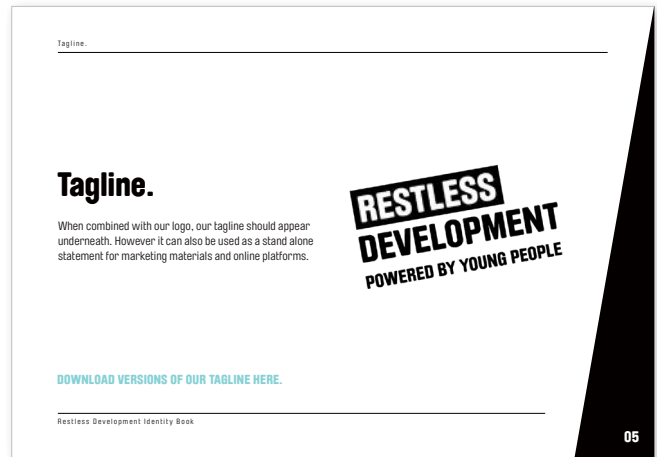
comms@restlessdevelopment.org

DEEP AQUA

#74c6ca R116 G198 B202 C56 M0 Y24 K0

Accent colour usage examples.

To make hyperlinks clear on pages:



As part of an urgent appeal:



Used as a highlight colour in the official templates. Please do not use the accent colour on documents outside of the templates.

TITLE OF CHAPTER – ALLOWED TO BE IN CAPITALS

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