

**Primary colours**

Our primary colours are our Crohn's & Colitis UK purple which is used in our logo and 90% black which is used for our main body copy text.

**Secondary colours**

Our secondary colour palette has been developed for use across all communication materials, and consists of 10 colours that complement and support our primary colours and our logos.

**Tints**

You can use tints of all our colours to highlight or pull out important information and add variety to our materials. These should be used minimally but consistently throughout.

**OUR COLOUR PALETTE**

**Primary colours**



**Pantone 268**  
 CMYK 82/100/0/12  
 RGB 81/33/120  
 Web 512178



**Pantone Black 7**  
 CMYK 0/0/0/90  
 RGB 60/60/59  
 Web 3c3c3b

**Tints**



**Secondary colours**



**Pantone 300**  
 CMYK 100/52/0/0  
 RGB 0/103/178  
 Web 0066b2



**Pantone 299**  
 CMYK 85/19/0/0  
 RGB 0/152/216  
 Web 0098d8



**Pantone 306**  
 CMYK 70/0/6/0  
 RGB 24/186/229  
 Web 18bae5



**Pantone 7737**  
 CMYK 63/0/100/14  
 RGB 98/163/41  
 Web 61a329



**Pantone 390**  
 CMYK 37/0/100/6  
 RGB 175/196/2  
 Web afc402



**Pantone 7635**  
 CMYK 17/88/18/0  
 RGB 206/58/125  
 Web ce3a7d



**Pantone 485**  
 CMYK 0/90/100/0  
 RGB 230/51/18  
 Web e63312



**Pantone 152**  
 CMYK 0/67/100/0  
 RGB 237/109/5  
 Web ed6d05



**Pantone 144**  
 CMYK 0/47/100/0  
 RGB 244/152/0  
 Web f49800



**Pantone 7408**  
 CMYK 0/27/100/0  
 RGB 252/191/0  
 Web fcbf00

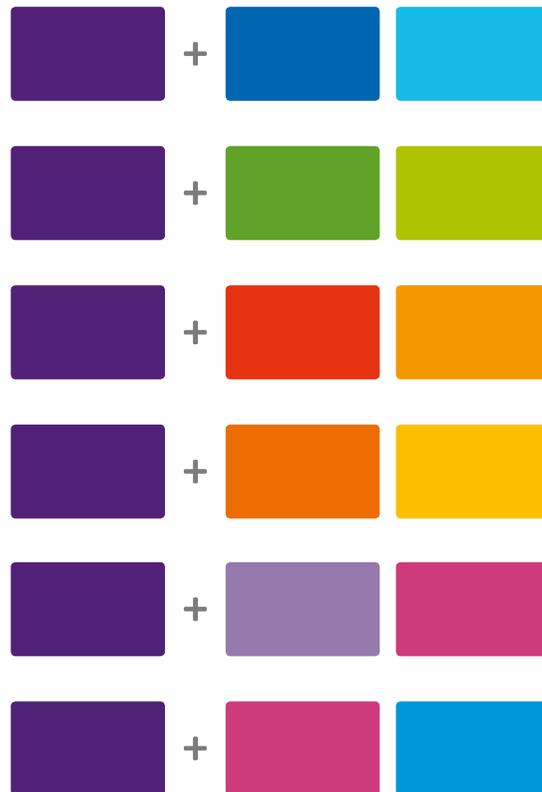
Our primary colour purple should always be used within our materials which is then supported by a combination of secondary colours.

A mixture of colour combinations can be used within one publication as long as they're used to differentiate between sections, you must not use more than one colour combination on a page.

For materials such as policy documents, financial reports or summaries we suggest choosing only one type of colour combination to use across the whole publication.

## SUGGESTED COLOUR COMBINATIONS

### Two-way colour combinations (plus our purple)



### Three-way colour combinations (plus our purple)

