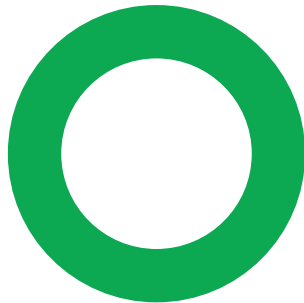


This is our primary colour palette.
The VicHealth brand colours have been carefully considered and are a fundamental component of the brand identity.

symbol

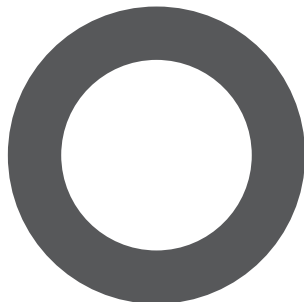


Bright Green
 PMS 802 C / 802 U
 C 35 R 000
 M 0 G 235
 Y 70 B 51
 K 0



Dark Green
 PMS 347 C / 354 U
 C 85 R 5
 M 5 G 148
 Y 95 B 74
 K 0

wordmark



Dark Grey
 PMS 425 C / 425 U
 C 0 R 75
 M 0 G 75
 Y 0 B 75
 K 80

The primary colour palette consists of three colours, illustrated here. These colours allow us to present a consistent and recognisable brand across all communications. These colours should always be used when reproducing the VicHealth brandmark in colour.

For printed applications the pantone (PMS) breakdowns are the preferred colour option for the brandmark. Where this is not appropriate the CMYK (process) breakdowns should be used. When viewing digitally (online, powerpoint, email) the RGB breakdowns should be used. See the following page for extended colour palette.

This is our extended colour palette.
 These colours have been carefully selected to complement the VicHealth primary colours.

informal



PMS 272
 C54 M48 Y0 K0
 R120 G110 B230

PMS 273
 C85 M85 Y0 K0
 R55 G50 B130

PMS 211
 C0 M65 Y5 K0
 R255 G80 B150

PMS 213
 C0 M95 Y10 K0
 R250 G0 B100



PMS 185
 C0 M95 Y75 K0
 R235 G0 B40

PMS 1585
 C0 M60 Y85 K0
 R255 G100 B40

PMS 102
 C0 M5 Y90 K0
 R255 G230 B50

formal



PMS 802
 C35 M0 Y70 K0
 R122 G235 B51

PMS 7481
 C60 M0 Y85 K0
 R0 G200 B50

PMS 347 C / 354 U
 C85 M5 Y95 K0
 R5 G148 B74

PMS 3252
 C70 M0 Y35 K0
 R0 G185 B175

PMS 3272
 C95 M0 Y50 K0
 R0 G135 B140



PMS 2905
 C55 M0 Y0 K0
 R100 G200 B255

PMS 2925
 C75 M10 Y0 K0
 R20 G145 B220

PMS 2935
 C100 M46 Y0 K0
 R0 G80 B170

PMS 425
 C0 M0 Y0 K80
 R75 G75 B75

Colour is an important element of our identity and an expression of our visual language. The extended colour palette has been developed alongside the primary colour palette and is designed to speak in two distinct tones of voice: optimistic/informal and corporate/formal.

In a managed way, this allows some flexibility when choosing appropriate colours for print and electronic marketing communication materials. Contrast and harmony should be a key consideration when specifying colours along with tone of voice and intended audience. Yellow should never be used in body copy.