

## 4.0 COLOUR PALETTE

This section illustrates the Barts Bone & Joint Health colour palettes and their guidelines for usage.




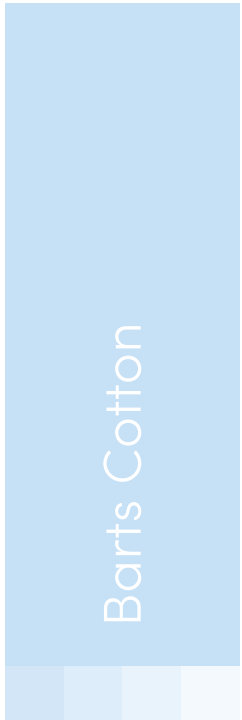
Please note that colours will vary on different screens, projectors and printed materials. This is due to the quality and configuration of screens and printers, and their ability to accurately reproduce the exact colour. Variations are not caused by the colour specifications.

Please contact us if any assistance is required.

# 4.1 Primary Colour Palette

There are four primary colours for Barts Bone & Joint Health which may be used on all communications.

They can be used for backgrounds, accent areas, text (including titles, subtitles and body copy) using the colour breakdowns shown here.





			
RGB R-12 G- 65 B-111	RGB R- 45 G-121 B-189	RGB R- 103 G-167 B-219	RGB R-198 G-224 B-246
CMYK C-100 M-75 Y-30 K-16	CMYK C-81 M-46 Y-0 K-0	CMYK C-61 M-23 Y-0 K-0	CMYK C-26 M-5 Y-0 K-0
HEX #0c416f	HEX #2d79bd	HEX #67a7db	HEX #c6e0f6

## 4.2 Secondary Colour Palette

There are four secondary colours for Barts Bone & Joint Health which may be used on all communications.

They can be used for accent areas, text (including titles, subtitles) and brand graphics using the colour breakdowns shown here.

Secondary colours are not to be used in large areas or backgrounds where they are the dominant colour.

			
<div>Barts Vanilla</div>	<div>Barts Soleil</div>	<div>Barts Merrigold</div>	<div>Barts Satsuma</div>
<div>RGB</div> <div>R-244 G-239 B-155</div> <div>CMYK</div> <div>C-8 M-0 Y-50 K-0</div> <div>HEX</div> <div>#f4ef9b</div>	<div>RGB</div> <div>R-250 G-203 B-9</div> <div>CMYK</div> <div>C-3 M-20 Y-93 K-0</div> <div>HEX</div> <div>#facb09</div>	<div>RGB</div> <div>R-241 G-134 B-25</div> <div>CMYK</div> <div>C-0 M-56 Y-94 K-0</div> <div>HEX</div> <div>#f18619</div>	<div>RGB</div> <div>R-232 G-73 B-16</div> <div>CMYK</div> <div>C-0 M-82 Y-100 K-0</div> <div>HEX</div> <div>#e84910</div>