

Colour palette

The Ferring colour palette is divided into three groups:

- 1 **Primary colours**
- 2 **Secondary colours**
- 3 **Complementary colours**

The primary colour palette is for the logo: process blue, black and white (white is not to be forgotten as the background to the logo).

The secondary colour palette comprises a set of strong colours to enhance your documents, for use as borders or backgrounds. These colours are chosen to complement the Ferring photography.

The complementary colour palette is a pastel version of the primary and secondary palettes and is intended to work with those palettes when needed, i.e. for use in reports and charts in presentations when softer colours are more appropriate.

Primary colours



CMYK: 100C 13M 1Y 2K
Pantone: Process Blue C
RGB: 0R 136G 206B
Web: #0088CE



CMYK: 0C 0M 0Y 0K
Pantone: None
RGB: 255R 255G 255B
Web: #FFFFFF



CMYK: 0C 0M 0Y 100K
Pantone: Black C
RGB: 0R 0G 0B
Web: #000000

Note

This is not a colour swatch for exact matching but a guide to help you. Please use printers' swatches as necessary.

Secondary colours



CMYK: 69C 35M 17Y 49K
 Pantone: 5405 C
 RGB: 68R 105G 125B
 Web: #44697D



CMYK: 5C 100M 22Y 24K
 Pantone: 220 C
 RGB: 163R 0G 80B
 Web: #A30050



CMYK: 0C 65M 95Y 0K
 Pantone: 158 C
 RGB: 227R 114G 34B
 Web: #E37222



CMYK: 2C 41M 100Y 10K
 Pantone: 131 C
 RGB: 206R 142G 0B
 Web: #CE8E00



CMYK: 100C 9M 38Y 34K
 Pantone: 322 C
 RGB: 0R 116G 122B
 Web: #00747A



CMYK: 69C 90M 4Y 16K
 Pantone: 520 C
 RGB: 105R 58G 119B
 Web: #693A77



CMYK: 26C 36M 38Y 70K
 Pantone: Warm Grey 11 C
 RGB: 103R 92G 83B
 Web: #675C53

Complementary colours



CMYK: 49C 12M 0Y 0K
 Pantone: 658 C
 RGB: 167R 193G 227B
 Web: #A7C1E3



CMYK: 8C 26M 4Y 14K
 Pantone: 5225 C
 RGB: 196R 175G 185B
 Web: #C4AFB9



CMYK: 0C 24M 49Y 0K
 Pantone: 156 C
 RGB: 236R 193G 130B
 Web: #ECC182



CMYK: 0C 6M 53Y 0K
 Pantone: 1215 C
 RGB: 250R 221G 128B
 Web: #FADD80



CMYK: 48C 4M 35Y 10K
 Pantone: 557 C
 RGB: 145R 186G 163B
 Web: #91BAA3



CMYK: 30C 27M 0Y 0K
 Pantone: 270 C
 RGB: 179R 182G 221B
 Web: #B3B6DD



CMYK: 6C 7M 9Y 11K
 Pantone: Warm Grey 2 C
 RGB: 213R 210G 202B
 Web: #D5D2CA