

BRAND ELEMENTS

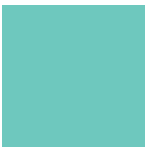
Colour Palette 01 reflective

The reflective colour palette is the primary palette to be used for UNAIDS materials. This palette sets a tone that is reflective, honest, authentic, clear, Intelligent (backed by data).

It is important to select one brand colour palette, either reflective or bright and not mix the two. From the selection of one of these palettes it is recommended to select one primary colour and to use other colours minimally to highlight key messaging or headlines.

Below is the UNAIDS colour palettes with equivalents for print and digital mediums.

Brand colour palette 01 reflective



C54M0Y30K0
R112G200B190
#70C8BE



C0M63Y70K0
R224G108B99
#F46C63



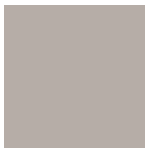
C18M11Y56K3
R205G200B132
#CDC884



C79M9Y48K0
R0G169B154
#00A99A



C53M0Y0K0
R99G205B246
#62ccf5



C11M14Y17K22
R182G174B167
#b6ada7



C27M0Y14K0
R184G225B221
#B8E1DD



C0M73Y43K0
R242G107B115
#f16a73



C0M29Y23K0
R255G183B174
#FFB7AE

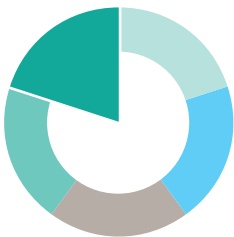
Suggested colour combinations

(larger pie represents primary colour)

01.



02.



03.

