

BRAND ELEMENTS

Colour Palette 02 bright

The bright colour palette is the secondary palette to be reserved for use on select special UNAIDS materials. This palette sets a tone that is Loud (with clear conscience), Energetic and Vibrant.

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 02 bright

		
C0M100Y81K4 R227G24B55 #e21836	C0M53Y100K0 R247G142B32 #f68e1f	C0M100Y0K0 R236G0B140 #ec008b
		
C100M0Y0K0 R0G174B239 #00adef	C72M0Y28K3 R8G188B193 #07bbc1	C100M35Y0K0 R0G110B182 #006eb6
		
C52M0Y100K0 R136G197B64 #87c440	C75M5Y100K0 R65G173B73 #40ae49	C0M4Y100K0 R255G232B0 #FFE800

Suggested colour combinations

(larger pie represents primary colour)

