

COLOUR PALETTE

Our colours are evocative of the communities we serve in Nepal.

Our primary colour is green - we use this for our logo and for backgrounds on print materials such as newsletters and banners.

Our secondary colour is light green. We use this mainly for backgrounds and in digital media.

Our accent colour is red. This is used to underline headings and as an accent colour where needed. It should be used sparingly.

Our brand style is crisp and clean so you should avoid using multiple colours/tints.

PRIMARY

PANTONE 335 C		C 88	R 0	
		M 25	G 126	
		Y 82	B 79	
		K 10		
		HEX #007e4f		
80%	70%	60%	50%	40%

SECONDARY

PANTONE 559C					C 37	R 175
					M 4	G 210
					Y 31	B 190
					K 0	
					HEX #afd2be	
80%	70%	60%	50%	40%		

ACCENT

PANTONE 1788 C		C 0	R 231	
		M 88	G 57	
		Y 82	B 47	
		K 0		
		HEX #e7392f		
80%	70%	60%	50%	40%