WORLD PHOTO ADVENTURE

Brand colour palette

Forest green, navy, warm neutrals and muted gold

MEDIA & CREATIVE PARTNER REFERENCE

Forest Green
#2F5146 RGB 47 / 81 / 70
Primary accent

Deep Forest Green
#244238 RGB 36 / 66 / 56
Accent variation

Blue-Grey Navy
#243A4E RGB 36 / 58 / 78
Primary navy

Deep Navy
#182D47 RGB 24 / 45 / 71
Dark backgrounds

Soft Charcoal
#26332F RGB 38 / 51 / 47
Headings and strong text

Warm Body Grey
#505954 RGB 80 / 89 / 84
Body text

White
#FFFFFF RGB 255 / 255 / 255
Main background

Warm Ivory
#F7F5F0 RGB 247 / 245 / 240
Alternate background

Stone
#DDD8CE RGB 221 / 216 / 206
Dividers and decorative borders

Muted Gold
#C9A66B RGB 201 / 166 / 107
Dates, section labels and 01-03 numbers

APPLICATION

Use white and warm ivory generously. Reserve green and navy for emphasis.
Use white text on forest green or navy, and dark text on light backgrounds.
Use muted gold for workshop dates, section labels and the 01-03 numbers on dark backgrounds.

DIGITAL & PRINT

HEX and RGB values specify sRGB colours for digital use.
For print, request a colour-managed conversion and a proof.