WORLD PHOTO ADVENTURE

Brand colour palette

Forest green, navy and warm neutrals

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 & 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 & decorative borders

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.

DIGITAL & PRINT

HEX and RGB values specify sRGB colours for digital use. For print, request a colour-managed conversion and a proof; appearance varies by paper and process.