

Data Analytics for Rural Transformation

BRANDING GUIDE

Logo



BRAND COLOURS



GREEN
HEX: #00A86C
RGB: 0, 168, 108
CMYK: 82, 6, 78, 0



CYAN
HEX: #47A5DC
RGB: 71, 165, 220
CMYK: 66, 20, 0, 0



BLUE
HEX: #3D5EAB
RGB: 61, 94, 171
CMYK: 84, 69, 0, 0



GREY
HEX: #404040
RGB: 64, 64, 64
CMYK: 68, 61, 60, 47

SHADOWS



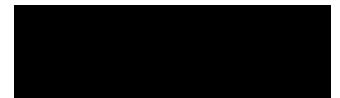
HEX: #005436
RGB: 0, 84, 54
CMYK: 90, 40, 87, 40



HEX: #24536E
RGB: 36, 83, 110
CMYK: 90, 63, 38, 20



HEX: #1F2F56
RGB: 31, 47, 86
CMYK: 97, 86, 38, 32



HEX: #000000
RGB: 0, 0, 0
CMYK: 60, 40, 40, 100

HIGHLIGHTS



HEX: #99DCC4
RGB: 153, 220, 196
CMYK: 38, 0, 29, 0



HEX: #B5DBF1
RGB: 181, 219, 241
CMYK: 27, 4, 1, 0



HEX: #B1BEDD
RGB: 177, 190, 221
CMYK: 29, 20, 2, 0



HEX: #B3B3B3
RGB: 179, 179, 179
CMYK: 31, 24, 25, 0

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TYPEFACES

HEADLINE Open Sans Regular, 30pt, All Caps, Grey

Header Open Sans Bold, 20pt, Grey

Body Text Open Sans Light, 12pt, Grey

Hyperlink Open Sans Regular, 12pt, Cyan

DATA COLOURS

CATEGORICAL DATA



FOREST

HEX: #007223
RGB: 0, 114, 35
CMYK: 89, 30, 100, 20



PURPLE

HEX: #AA00FF
RGB: 170, 0, 255
CMYK: 57, 80, 0, 0



ORANGE

HEX: #FFBC00
RGB: 255, 188, 0
CMYK: 0, 28, 100, 0



RED

HEX: #FF4931
RGB: 255, 73, 49
CMYK: 0, 86, 85, 0



SKY

HEX: #55A2FF
RGB: 85, 162, 255
CMYK: 58, 31, 0, 0

GENDER DATA

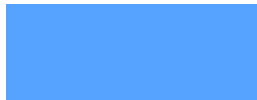
Avoid using pink for girls and blue for boys. Use two neutral colours, and the grey highlight for other.

POLITICAL DATA



RED

HEX: #FF4931
RGB: 255, 73, 49
CMYK: 0, 86, 85, 0



SKY

HEX: #55A2FF
RGB: 85, 162, 255
CMYK: 58, 31, 0, 0



FOREST

HEX: #007223
RGB: 0, 114, 35
CMYK: 89, 30, 100, 20



ORANGE

HEX: #FFBC00
RGB: 255, 188, 0
CMYK: 0, 28, 100, 0



GREY

HEX: #404040
RGB: 64, 64, 64
CMYK: 68, 61, 60, 47

POSITIVE AND NEGATIVE DATA



FOREST

HEX: #007223
RGB: 0, 114, 35
CMYK: 89, 30, 100, 20



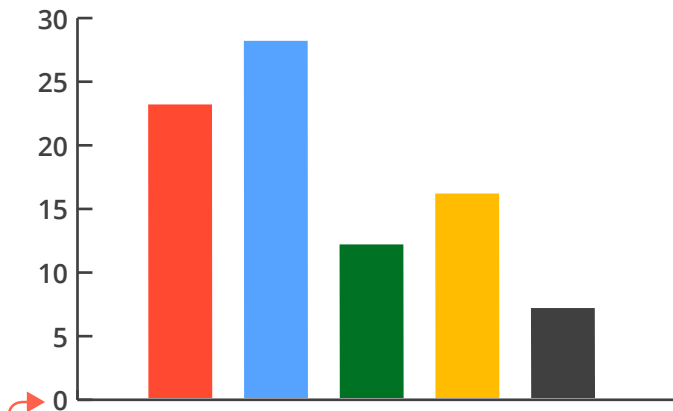
RED

HEX: #FF4931
RGB: 255, 73, 49
CMYK: 0, 86, 85, 0

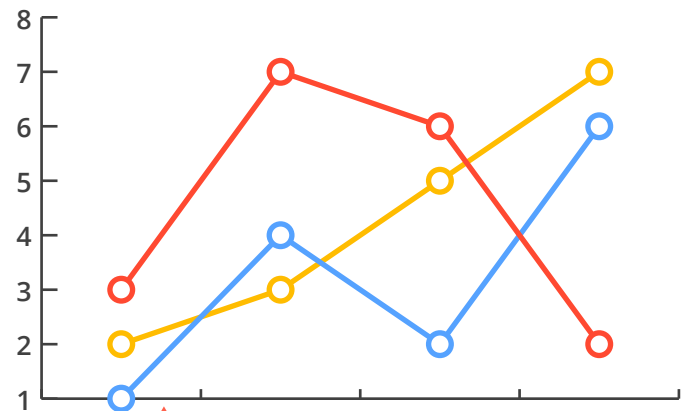
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GRAPH EXAMPLES



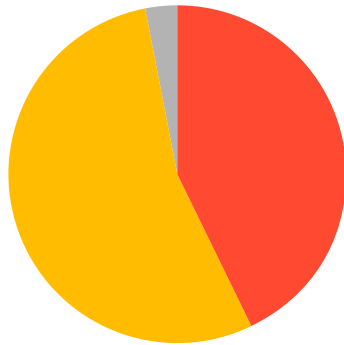
Axis label text is 10pt Open Sans Semibold Grey.



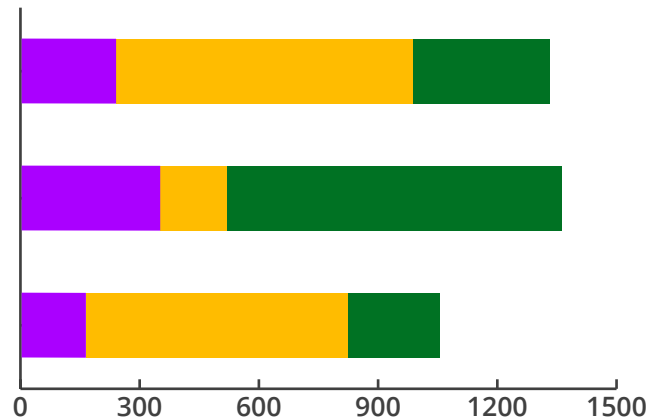
Axis lines are 1px Grey.

Graph One

- Males
- Females
- Other



Legend text is 10pt Open Sans Semibold Grey.
Title text is 16pt Open Sans Bold Grey.



AXIS TITLE
Axis title text is 12pt Open Sans Regular Small Caps Grey.

ICONS



SOCIAL MEDIA

