# ISUOG brand colours

The ISUOG brand has a principal colour and a few accent colours.

Red is ISUOG's principal brand colour and can be used boldly in both print and digital media to ensure that the ISUOG brand is instantly recognisable. This is complimented by a range of accent colours, which should be used sparingly and in good taste.

Red and light grey are often used for headers/sub-headers and black or dark grey is used for body copy.

## Pale red 1
CMYK: 0,30,30,0
RGB: 249,197,175
HTML: #f9c4af

## Pale red 2
CMYK: 0,60,50,0
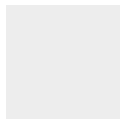RGB: 240,131,114
HTML: #f08372

## Red
CMYK: 0,100,100,0
Pantone: 485C
RGB: 218,41,28
HTML: #e30513

## Deep red
CMYK: 0,100,100,60
RGB: 119,15,0
HTML: #770e00

## Pale grey 1
CMYK: 0,0,0,10
RGB: 237,237,237
HTML: #ececec

## Pale grey 2
CMYK: 0,0,0,30
RGB: 198,198,198
HTML: #c6c6c5

## Mid grey
CMYK: 0,0,0,60
RGB: 135,135,135
HTML: #878786

## Dark grey
CMYK: 0,0,0,90
RGB: 60,60,60
HTML: #3c3c3b

The ISUOG logo can only be used in red on a white background or white on a background. (The only exception to this is if printing in black and white.)