

BRAND ELEMENTS

Colour Palette 01 reflective

The reflective colour palette is the primary palette to be used for UNAIDS materials. This palette sets a tone that is reflective, honest, authentic, clear, Intelligent (backed by data).

It is important to select one brand colour palette, either reflective or bright and not mix the two. From the selection of one of these palettes it is recommended to select one primary colour and to use other colours minimally to highlight key messaging or headlines.

Below is the UNAIDS colour palettes with equivalents for print and digital mediums.

Brand colour palette 01 reflective



C54M0Y30K0
R112G200B190
#70C8BE



C0M63Y70K0
R224G126B85
#F47e55



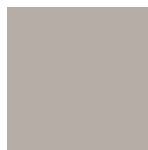
C18M11Y56K3
R205G200B132
#CDC884



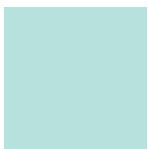
C79M9Y48K0
R0G169B154
#00A99A



C53M0Y0K0
R99G205B246
#62ccf5



C11M14Y17K22
R182G174B167
#b6ada7



C27M0Y14K0
R184G225B221
#B8E1DD



C0M73Y43K0
R242G107B115
#f16a73

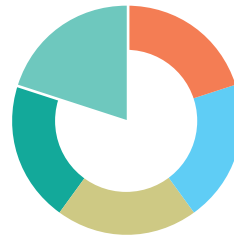


C0M29Y23K0
R255G183B174
#FFB7AE

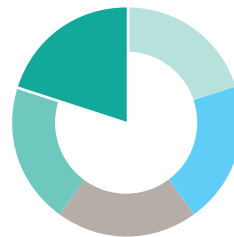
Suggested colour combinations

(larger pie represents primary colour)

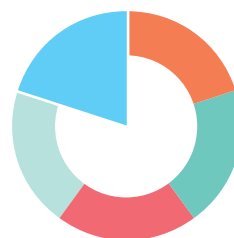
01.



02.



03.



BRAND ELEMENTS

Colour Palette 02 bright

The bright colour palette is the secondary palette to be reserved for use on select special UNAIDS materials. This palette sets a tone that is Loud (with clear conscience), Energetic and Vibrant.

It is important to select one brand colour palette, either reflective or bright and not mix the two. From the selection of one of these palettes it is recommended to select one primary colour and to use other colours minimally to highlight key messaging or headlines.

Below is the UNAIDS colour palettes with equivalents for print and digital mediums.

Brand colour palette 02 bright



COM100Y81K4
R227G24B55
#e21836



COM53Y100K0
R247G142B32
#f68e1f



COM100Y0K0
R236G0B140
#ec008b



C100M0Y0K0
R0G174B239
#00adef



C72M0Y28K3
R8G188B193
#07bbc1



C100M35Y0K0
R0G110B182
#006eb6



C52M0Y100K0
R136G197B64
#87c440



C75M5Y100K0
R65G173B73
#40ae49

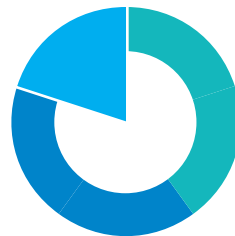


COM4Y100K0
R255G232B0
#FFE800

Suggested colour combinations

(larger pie represents primary colour)

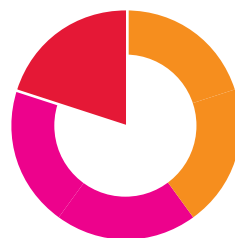
01.



04.



02.



05.



03.



BRAND ELEMENTS

Colour for charts, graphs and other data visualization

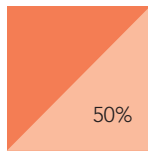
For the most visual impact, It is best to use a limited colour palette rather than all colours from the palette. The only exception to this is for charts and graphs when more colours are needed for separation and distinction between items.

Additional colours can be made by creating tints of 50% opacity. Below are the colours that can be tinted, without diminishing the integrity of the palette.

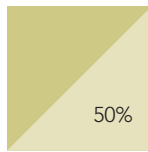
01 reflective: tints



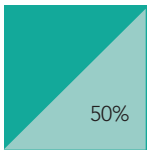
C54M0Y30K0
R112G200B190
#70C8BE



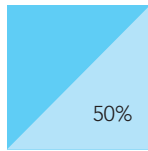
C0M63Y70K0
R224G126B85
#F47e55



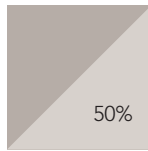
C18M11Y56K3
R205G200B132
#CDC884



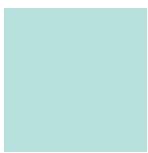
C79M9Y48K0
R0G169B154
#00A99A



C53M0Y0K0
R99G205B246
#62ccf5



C11M14Y17K22
R182G174B167
#b6ada7



C27M0Y14K0
R184G225B221
#B8E1DD



C0M73Y43K0
R242G107B115
#f16a73

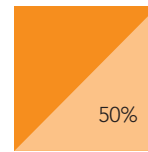


C0M29Y23K0
R255G183B174
#FFB7AE

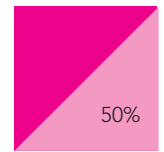
02 bright: tints



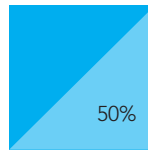
C0M100Y81K4
R227G24B55
#e21836



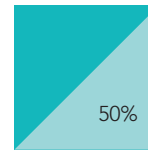
C0M53Y100K0
R247G142B32
#f68e1f



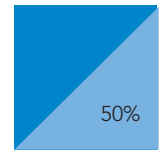
C0M100Y0K0
R236G0B140
#ec008b



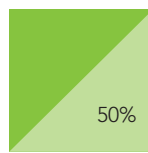
C100M0Y0K0
R0G174B239
#00adef



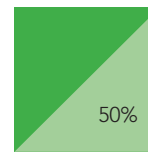
C72M0Y28K3
R8G188B193
#07bbc1



C100M35Y0K0
R0G110B182
#006eb6



C52M0Y100K0
R136G197B64
#87c440



C75M5Y100K0
R65G173B73
#40ae49

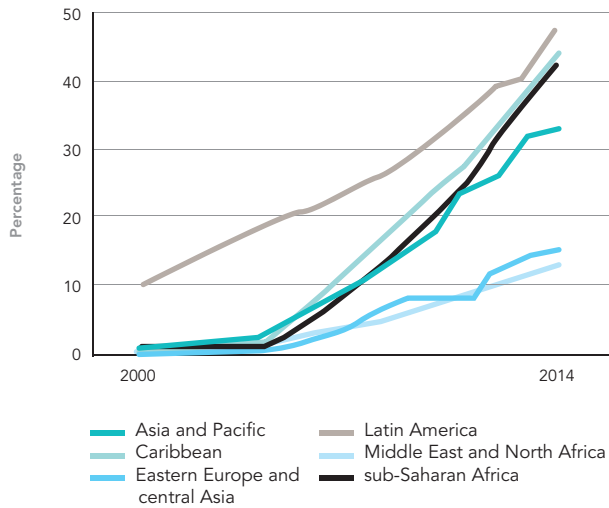


C0M4Y100K0
R255G232B0
#FFE800

BRAND ELEMENTS

Examples using colour palette 01 reflective:

Antiretroviral therapy coverage in adults, by region, 2000–2014



C79M9Y48K0
ROG169B154
#00A99A



C53M0Y0K0
R99G205B246
#62ccf5



C11M14Y17K22
R182G174B167
#b6ada7



50% Tint of:
C79M9Y48K0
ROG169B154
#00A99A

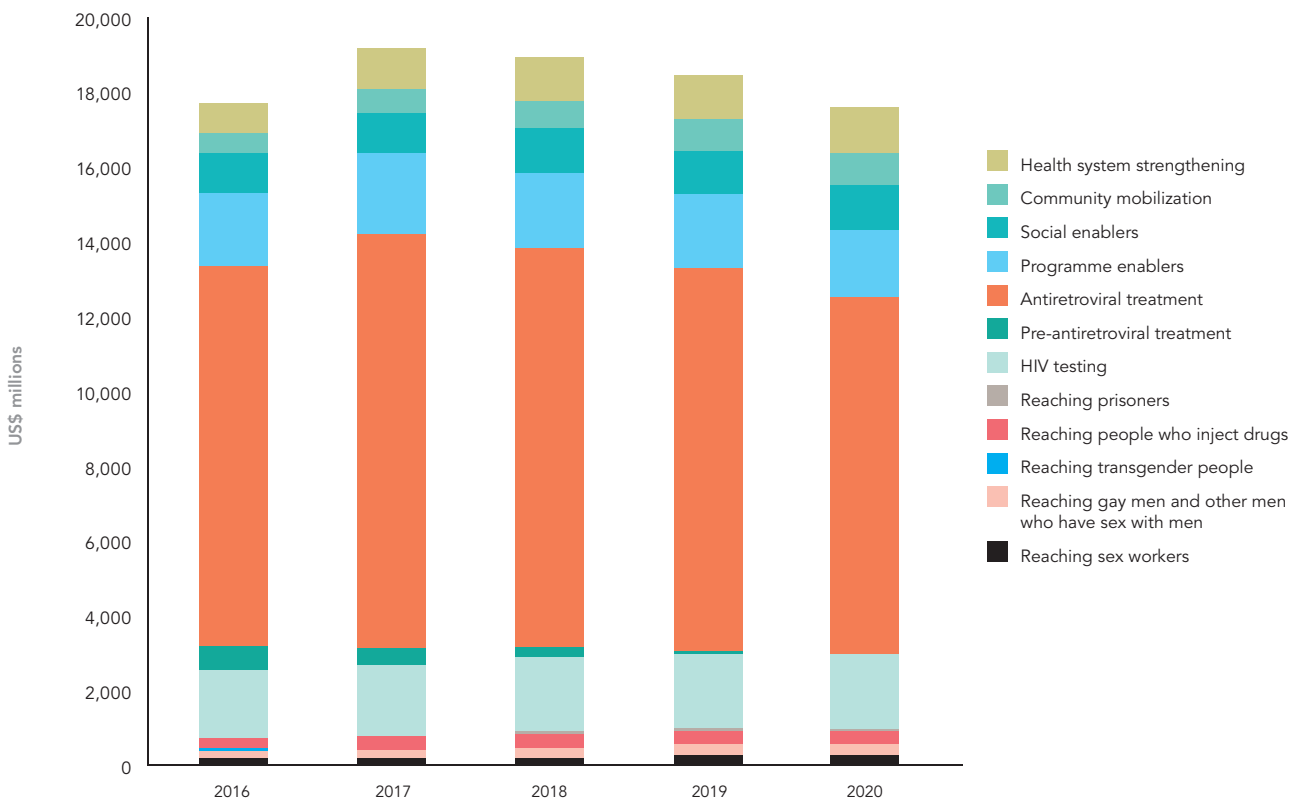


50% Tint of:
C53M0Y0K0
R99G205B246
#62ccf5



COM0Y0K100
ROG0B0

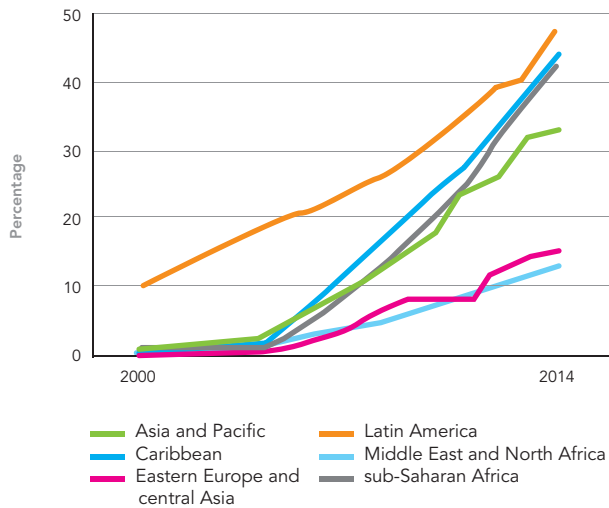
Resources needed to achieve the 90-90-90 treatment target by 2020



BRAND ELEMENTS

Examples using colour palette 02 bright:

Antiretroviral therapy coverage in adults, by region, 2000–2014



C0M53Y100K0
R247G142B32
#f68e1f



C100M0Y0K0
R0G174B239
#00adef



C52M0Y100K0
R136G197B64
#87c440



C0M100Y0K0
R236G0B140
#ec008b



50% Tint of:
C100M0Y0K0
R0G174B239
#00adef



C0M0Y0K60
R128G130B133
#808284

Resources needed to achieve the 90-90-90 treatment target by 2020

