

COLOUR PALETTE

The UNFPA identity consists of two colour palettes.

The **primary colour palette** is UNFPA Orange and UNFPA Blue. These are the identifying colours of UNFPA and should be used whenever possible.

The **secondary colour palette** was chosen to complement and support the primary palette. The secondary colour palette should never overpower the primary colour palette. It should only serve as accent colours and used to support UNFPA Orange and UNFPA Blue.

These colours make up the identity of UNFPA and should be applied to all materials pertaining to the organization. The colours specified are Pantone Matching System and CMYK colours. Pantone colours should be specified either matte coated or uncoated according to the type of paper used.

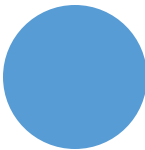
It is important to understand that colours reproduce differently on different papers and surfaces. Therefore the Pantone number chosen for each respective colour in this manual might not necessarily correlate to each other, but will match visually when chosen correctly.

When printing in colour, always ask the printer for a **colour proof** (such as a matchprint) and check the proof against this colour palette for accurate colour. This process ensures consistency in the quality of UNFPA's visual identity.

PRIMARY COLOUR PALETTE



UNFPA Orange
Pantone 130 Uncoated
Pantone 144 Matte Coated
C=0 M=50 Y=100 K=0

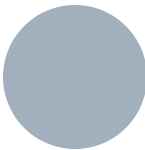


UNFPA Blue
Pantone 542 Uncoated
Pantone 542 Matte Coated
C=70 M=30 Y=0 K=0

SECONDARY COLOUR PALETTE



Pantone 129 Uncoated
Pantone 7409 Matte Coated
C=0 M=30 Y=100 K=0



Pantone 544 Uncoated
Pantone 543 Matte Coated
C=35 M=10 Y=0 K=3



Pantone 454 Uncoated
Pantone 454 Matte Coated
C=10 M=5 Y=20 K=5