

## Humber Masterbrand

# Brand Colours

### Text on a White Background

Please ensure legibility of text on a white background by using a minimum point size of 10pt black text (print) and 12pt black text (digital).

### Text on a Coloured Background

For both print and digital applications where text is used on a coloured background, please follow the AODA guidelines below for minimum text sizes and specific colours.

#### PRIMARY

#### SECONDARY

<p><b>Humber Dark Blue</b> PMS 282 CMYK 100 72 0 56 RGB 4 30 65 HEX #000033</p> <p>12pt white text</p>	<p><b>Humber Purple</b> PMS 2597 CMYK 80 99 0 0 RGB 94 13 139 HEX #5C068C</p> <p>12pt white text</p>	<p><b>Humber Teal</b> PMS 7711 CMYK 98 0 28 4 RGB 0 150 169 HEX #0097A9</p> <p>12pt black text 18pt white text, bold</p>	<p><b>Humber Dark Red</b> PMS 202 CMYK 1 98 58 44 RGB 134 38 51 HEX #862633</p> <p>12pt white text</p>
<p><b>Humber Gold</b> PMS 117 CMYK 0 18 100 15 RGB 205 151 0 HEX #CC9900</p> <p>12pt black text</p>	<p><b>Humber Dark Green</b> PMS 568 CMYK 100 0 16 58 RGB 0 108 91 HEX #006C5B</p> <p>12pt white text</p>	<p><b>Humber Sky Blue</b> PMS 299 CMYK 86 8 0 0 RGB 0 161 233 HEX #009BE0</p> <p>12pt black text</p>	<p><b>Humber Watermelon</b> PMS 198 CMYK 0 82 37 0 RGB 223 70 97 HEX #DF4661</p> <p>12pt black text 18pt white text, bold</p>
<p><b>Humber Light Green</b> PMS 390 CMYK 27 0 100 3 RGB 179 211 53 HEX #B4C800</p> <p>18pt black text, bold</p>	<p><b>Humber International Red – Int'l Use Only</b> PMS 186 CMYK 0 100 80 5 RGB 200 16 46 HEX #C8102E 12pt white text 18pt black text, bold</p>	<p>Design tip: As backgrounds, these brighter colours (PMS 299, 390, 198) should only be used with large headlines that are 18pt+ bold black text, or as accent colours without text.</p>	