

BRAND COLOURS

Operation Smile uses a colour palette reflective of the vibrancy that is displayed by our patients, staff, donors and volunteers. Many beautiful colours abound in the countries where we work.

Legacy blue and red refer to our history and tradition and are used most often in official communications from Operation Smile (e.g. letters, formal reports, etc.) More contemporary colours are also available as design options.

A 10% tint of any colour can be used for a background fill (e.g. behind text or other elements in the foreground.) When using a logo as a graphic element, the logo should either be white or black, depending on the background fill or colour used. All colours are used at the discretion of our design.



Legacy Blue

PMS 287
RGB: 0-55-152
CMYK: 100-68-0-12
HEX: #003798



Bold Purple

PMS 7655
RGB: 174-74-156
CMYK: 33-85-0-0
HEX: #ae4a9c



Steel

PMS Cool Gray 7
RGB: 135-137-144
CMYK: 20-15-11-40
HEX: #878990



Legacy Red

PMS 187
RGB: 179-22-52
CMYK: 0-100-79-20
HEX: #b31634



Bold Green

PMS 367
RGB: 157-202-86
CMYK: 43-1-86-0
HEX: #9dca56



Midnight

PMS Process Black
RGB: 0-0-0
CMYK: 0-0-0-100
HEX: #000000



Bold Blue

PMS 3125
RGB: 28-170-195
CMYK: 74-12-20-0
HEX: #1c9bb7



Bold Orange

PMS 715
RGB: 240-133-33
CMYK: 2-58-100-0
HEX: #eb7104