

Tourism Northern Territory

Brand colour palette

October 2019



Our primary palette consists of white, blue, orange, pink and charcoal. White is included in our palette, as it helps our identity feel open and contemporary, and allows our photography to stand out.

Colour emphasis

We emphasise different colours from our overall palette when applying to our communications. As a guide, the colour blocks shown right at varying sizes indicate the proportions of colour we like to use.

White Large block areas of colour can make a layout feel dense and heavy, so always preference white where possible.

Blue Used for primary and secondary headings, and any pull-out areas we want to highlight.

Orange A warm colour that represents the setting sun without being reminiscent of feeling hot, use often.

Pink A hot colour we use to capture attention. Great for online buttons. Use sparingly.

Charcoal Restricted to the application of smaller text such as body copy and captions.

For more reference on how we apply colour in our communications, refer to the Brand in Action section of the Brand Book for application examples.

Specifications

Each of these colours have a corresponding reference for print and digital outputs. Always use the colours specified here. Never substitute any of the colours.

For designers Swatches containing CMYK and RGB palettes are available as ASE files.

Primary colours

<p>White</p> <p>C0 M0 Y0 K0 R255 G255 B255 #FFFFFF</p>	<p>Blue</p> <p>C100 M100 Y33 K0 PMS 2119 C R31 G31 B95 #1F1F5F</p>	<p>Orange</p> <p>C0 M61 Y100 K0 PMS 716 C R230 G99 B0 #E66300</p>	<p>Pink</p> <p>C0 M100 Y22 K3 PMS Rubine Red C R201 G26 B81 #C91A51</p>
<p>Charcoal (for body copy)</p> <p>C44 M34 Y22 K77 R69 G67 B71 PMS Cool Grey 11 C #454347</p>		<p>For small text</p> <p>R196 G84 B0 #C45400</p> <p><i>Reserved for small text in digital applications</i></p>	

Tints of primary colours

May be used when full strength colour application feels too heavy, or when applying a tint behind text, charts or tables.

<p>75%</p> <p>R116 G114 B117 #747275</p>	<p>75%</p> <p>R87 G87 B135 #575787</p>	<p>75%</p> <p>R236 G138 B64 #EC8A40</p>	<p>75%</p> <p>R215 G83 B125 #D7537D</p>
<p>50%</p> <p>R162 G161 B163 #A2A1A3</p>	<p>50%</p> <p>R143 G143 B175 #8F8FAF</p>	<p>50%</p> <p>R243 G177 B128 #F3B180</p>	<p>50%</p> <p>R228 G141 B168 #E48DA8</p>
<p>25%</p> <p>R209 G208 B209 #D1D0D1</p>	<p>25%</p> <p>R199 G199 B215 #C7C7D7</p>	<p>25%</p> <p>R249 G216 B191 #F9D8BF</p>	<p>25%</p> <p>R242 G198 B211 #F2C6D3</p>
<p>10%</p> <p>R236 G236 B237 #ECECED</p>	<p>10%</p> <p>R233 G233 B239 #E9E9EF</p>	<p>10%</p> <p>R253 G239 B230 #FDEFE6</p>	<p>10%</p> <p>R250 G232 B238 #FAE8EE</p>

Our secondary palette features 7 colours, each chosen to represent the regions in the Northern Territory.

We use restraint when applying colour from our secondary palette. To avoid appearing overwhelming and too busy, these colours are to be used specifically when communicating a specific region. For example, a DL flyer for the Alice Springs and MacDonnell region would feature the primary colours AND hints of orange, the colour representative of this region.

Tints may also be used in instances where full strength colours feel too heavy, or if applying a tint behind text, charts or tables.

Specifications

Each of these colours have a corresponding reference for print and digital outputs. Always use the colours specified here. Never substitute any of the colours.

For designers Swatches containing CMYK and RGB palettes are available as ASE files.

Secondary colours

Tennant Creek	Alice Springs	Uluru	Darwin	Kakadu	Arnhem Land	Katherine
Yellow C0 M45 Y100 K5 PMS 2012 C R215 G127 B0 #D77F00	Dark Orange C0 M74 Y100 K0 PMS 7579 C R203 G62 B11 #CB3E0B	Red C0 M97 Y80 K25 PMS 7621 C R157 G14 B19 #9D0E13	Light Blue C93 M2 Y15 K7 PMS 632 C R5 G160 B189 #05A0BD	Light Green C46 M0 Y100 K14 PMS 2301 C R125 G159 B31 #7D9F1F	Green C74 M0 Y70 K36 PMS 2265 C R75 G118 B77 #4B764D	Khaki C22 M15 Y86 K47 PMS 5825 C R125 G119 B51 #7D7737
For small text R185 G93 B3 #B95D03	<i>Reserved for small text in digital applications</i>		For small text R0 G129 B153 #008199	For small text R99 G126 B23 #637E17		

Tints of secondary colours

75% R225 G159 B64 #E19F40	75% R216 G110 B72 #D86E48	75% R182 G74 B78 #B64A4E	75% R68 G184 B206 #44B8CE	75% R158 G183 B87 #9EB757	75% R120 G152 B121 #789879	75% R158 G153 B105 #9E9969
50% R235 G191 B128 #EBBF80	50% R229 G159 B133 #E59F85	50% R206 G135 B137 #CE8789	50% R130 G208 B222 #82D0DE	50% R190 G207 B143 #0BECF8F	50% R165 G186 B166 #A5BAA6	50% R190 G187 B155 #BEBB9B
25% R245 G223 B191 #F5DFBF	25% R242 G207 B194 #F2CFC2	25% R231 G195 B196 #E7C3C4	25% R193 G231 B239 #C1E7EF	25% R223 G231 B199 #DFE7C7	25% R210 G221 B210 #D2DDD2	25% R223 G221 B205 #DFDDCD
10% R251 G242 B230 #FBF2E6	10% R250 G236 B0231 #FAECE7	10% R245 G231 B231 #F5E7E7	10% R230 G246 B248 #E6F6F8	10% R242 G245 B233 #F2F5E9	10% R237 G241 B237 #EDF1ED	10% R242 G241 B235 #F2F1EB