

PRIMARY COLOUR

The official IOM colour is Pantone 286C.

This colour should be used for all of the Organization's publications and external communications. For office printing and digital displays, this colour has to be converted to CMYK (100/80/3/2), RGB (0/51/160) or HEX (#0035A0).

PRIMARY COLOUR SHADES

IOM colours (primary and secondary – see secondary colours section) are complemented by shades to provide more colour elements in graphs, highlighted text boxes and infographics. Using a colour and its shades brings consistency and harmony to designs. Mixing shades from different colours is not recommended. As much as possible, shades should be used with the main colour they belong to. Graphs and charts may be considered exceptions to this rule.

RECOMMENDATIONS FOR USING PANTONE, CMYK, RGB AND HEX

1. PANTONE

Used only for one- or two-colour prints, mainly for business cards, letterheads or envelopes. It can also be used as a reference for promotional or other materials produced by external suppliers.

2. CMYK

Used for publications that will be printed by external suppliers in offset printing.

3. RGB

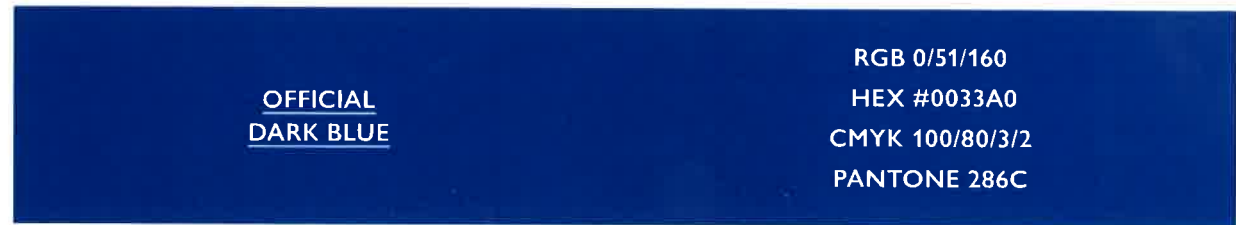
Used for most digital publications and materials (web banners, Facebook publications or website infographics). It can also be used for Microsoft Office software, such as Word, Excel and PowerPoint and for in-house digital printing.

4. HEX

Used mostly for websites or digital platforms.

These are the graphic industry's best practices. However, as each printer has a different set-up, we advise that you request your external suppliers for print tests to check which colour code (Pantone, CMYK or RGB) will provide the best colour match with the official IOM blue, which is Pantone 286C. For digital projects, even though the colours may differ from one screen to another, please use only RGB or HEX colours.

IOM PRIMARY COLOUR



IOM PRIMARY COLOUR SHADES

