



Homecare
Association

Brand identity guidelines

Core palette

Our core colour palette is made up of four colours that are warm, bright and optimistic. (Three of which appear in our symbol).

These colours are used within our icons and patterns – they should never be used as full bleed background colours.

Supporting palette

Our supporting palette is made up of calming light blue, grey and white that can be used as background colours with black reserved for text.

Core palette

<div><div>Red</div><div>CMYK 0/87/89/0 RGB 255/48/18 Hex FF3012 Pantone® Bright Red</div></div> <div>80%</div>
<div><div>Coral</div><div>CMYK 0/68/44/0 RGB 255/114/114 Hex FF7272 Pantone® 177</div></div> <div>80%</div>
<div><div>Orange</div><div>CMYK 0/62/94/0 RGB 255/122/0 Hex FF7A00 Pantone® 151</div></div> <div>80%</div>
<div><div>Purple</div><div>CMYK 38/55/0/0 RGB 181/130/212 Hex B582D4 Pantone® 528</div></div> <div>80%</div>

Supporting palette

Soft blue

80%

CMYK

25/0/12/0

RGB

201/233/232

Hex

C9E9E8

Pantone®

628

White

CMYK

0/0/0/0

RGB

255/255/255

Hex

FFFFFF

Pantone®

N/A

Light grey

CMYK

0/0/0/7

RGB

242/242/242

Hex

F2F2F2

Pantone®

N/A

Black

CMYK

0/0/0/100

RGB

0/0/0

Hex

000000

Pantone®

Black

Additional palette

Our secondary colour palette is made up of four additional colours that complement our primary palette whilst acting to create accents and contrast across digital applications.

These colours are used for buttons and as a background to text boxes where content needs highlighting and extra stand-out. They can also be used to support the core palette in illustrations, icon illustrations and charts and tables when more contrast is needed. They should never be used as full bleed background colours or within our icons or patterns.

Infographic palette

Infographic green can be used within charts and infographics that use a ‘traffic light’ system, and used with red from our core palette to show contrast between positive and negative – it should not be used elsewhere within the identity.

Additional palette

Pink
CMYK 11/65/0/0
RGB 255/111/206
Hex FF6FCE
PMS 238

80%

Pastel Yellow
CMYK 1/7/39/0
RGB 255/236/176
Hex FFECEB
PMS 938

80%

Pale Orange
CMYK 0/39/64/0
RGB 255/175/102
Hex FFAF66
PMS 1485

80%

Dark Purple
CMYK 92/100/28/25
RGB 60/0/96
Hex 3C0060
PMS 2617

80%

Infographic palette

Infographic Green
CMYK TBC
RGB 89/222/118
Hex 59DE76
PMS TBC