



No.08

BRAND COLOUR FAMILIES

@RARAPR

#PRBYYOU

raraPR

BRAND COLOUR DISCOVERY

A custom edit of colours for you to be inspired by. Curate your own mix, explore the HEX codes and develop your own hero and secondary collection to build your brand colour family and brand identity. A consistent approach to colour execution will help you get greater cut-through and recognition. It'll also help you bring your social media to life with visual colour consistency.

KIND PR

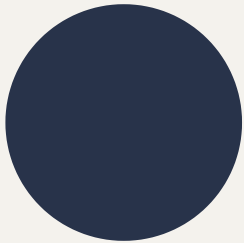
Fostering good working culture for PR pros by advancing PR knowledge. We also consider what we PR and its impact on the planet.

SUSTAINABLE PR

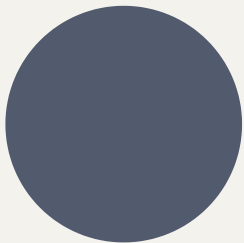
Sustainable, accessible, slow and eco friendly PR. raraPR is as much about democratising PR as it is about conscious PR.



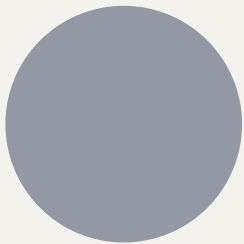
BRAND COLOUR CURATION



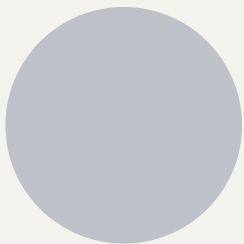
HEX #28334A



HEX #525B6E



HEX #9399A4



HEX #BEC1C8



HEX #CCD7E2

PRIMARY BRAND COLOURS

USAGE

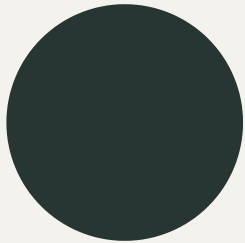
Primary brand colours are your hero colours. They are your anchor colours and the ones which have a primary and default presence in your design assets.

Commonly, primary colours are incorporated into the logo and are made up of one to three colours or more if desired.

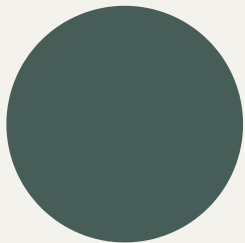
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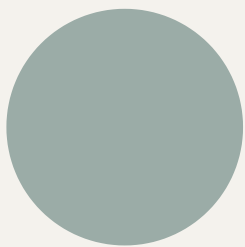
BRAND COLOUR CURATION



HEX #283633



HEX #475D57



HEX #9BACA7



HEX #BBD1CB



HEX #E6EFEB

PRIMARY BRAND COLOURS

USAGE

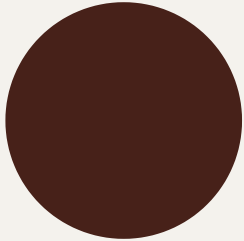
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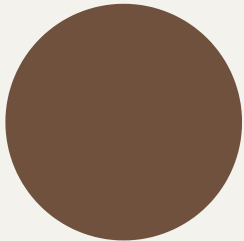
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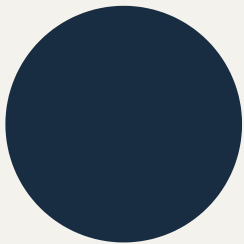
BRAND COLOUR CURATION



HEX #472119



HEX #70513E



HEX #192D42



HEX #C7C5A0



HEX #C9C0B9

PRIMARY BRAND COLOURS

USAGE

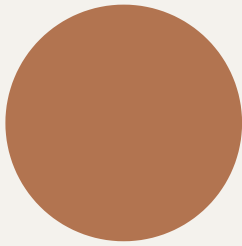
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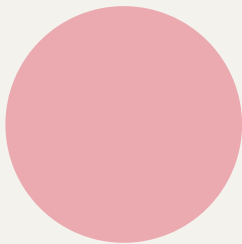
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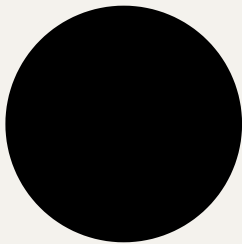
BRAND COLOUR CURATION



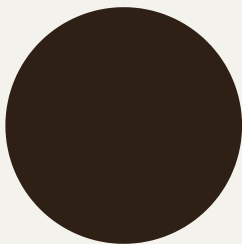
HEX #B27450



HEX #EBAAB



HEX #000000



HEX #2E2014



HEX #536050



HEX #9FB09A

PRIMARY BRAND COLOURS

USAGE

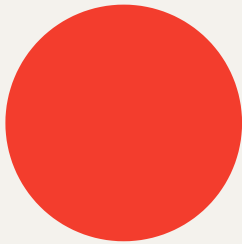
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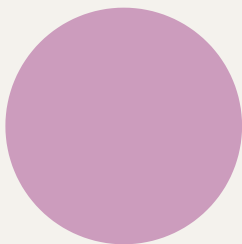
BRAND COLOUR CURATION



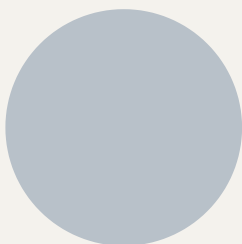
HEX #F33D2D



HEX #EF679F



HEX #CC9CBD



HEX #B8C1C9



HEX #B8CAB8



HEX #BCC9AD

PRIMARY BRAND COLOURS

USAGE

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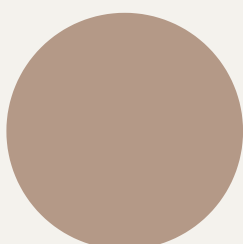
BRAND COLOUR CURATION



HEX #ACAF9A



HEX #949785



HEX #B49987



HEX #DAE8D2



HEX #C7CBB9

PRIMARY BRAND COLOURS

USAGE

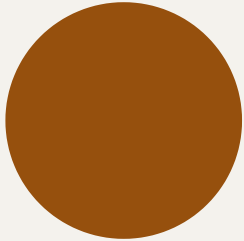
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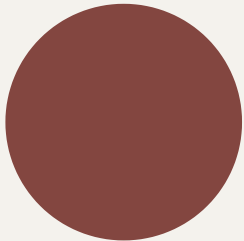
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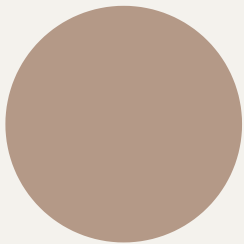
BRAND COLOUR CURATION



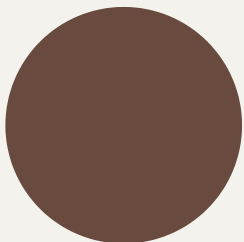
HEX #96500D



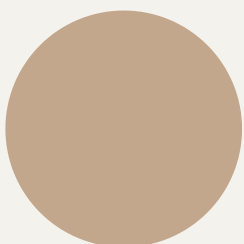
HEX #834640



HEX #B49987



HEX #694A3F



HEX #C3A78C

PRIMARY BRAND COLOURS

USAGE

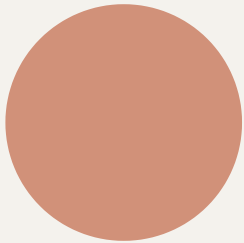
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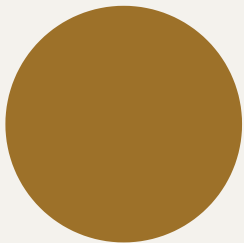
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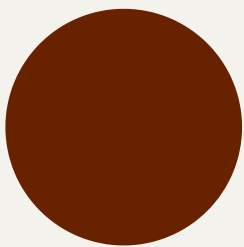
BRAND COLOUR CURATION



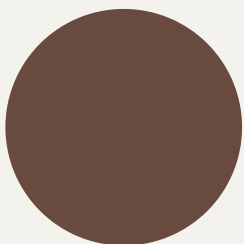
HEX #9D7129



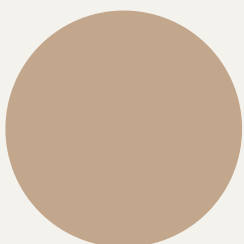
HEX #9D7129



HEX #692200



HEX #694A3F



HEX #C3A78C

PRIMARY BRAND COLOURS

USAGE

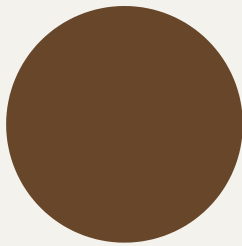
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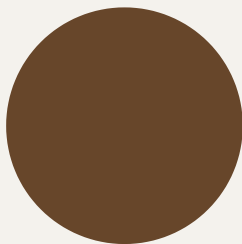
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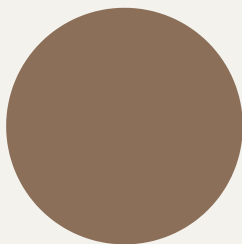
BRAND COLOUR CURATION



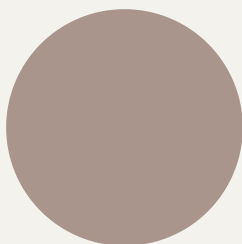
HEX #67462A



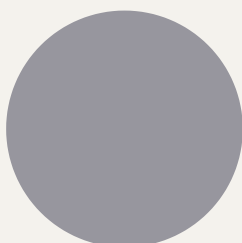
HEX #67462A



HEX #8B6F58



HEX #A9958B



HEX #97969E



HEX #ECECEC

PRIMARY BRAND COLOURS

USAGE

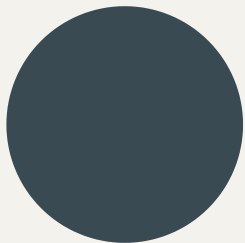
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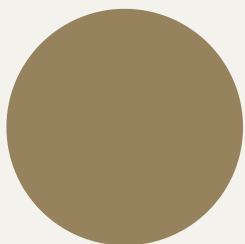
BRAND COLOUR CURATION



HEX #394A53



HEX #47462A



HEX #96835D



HEX #B4A98A



HEX #C9C0B9

PRIMARY BRAND COLOURS

USAGE

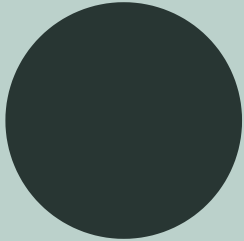
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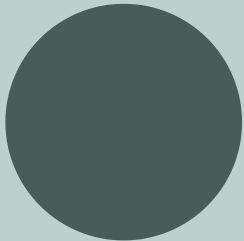
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BRAND COLOUR CURATION



HEX #283633



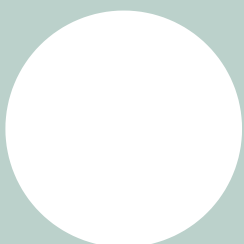
HEX #475D57



HEX #709D91



HEX #A1C3B6



HEX #FFFFFF

PRIMARY BRAND COLOURS

USAGE

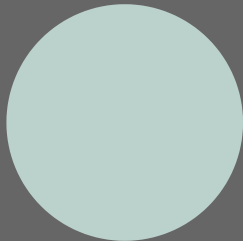
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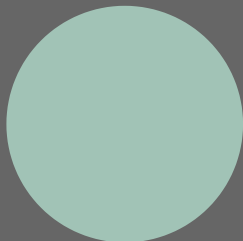
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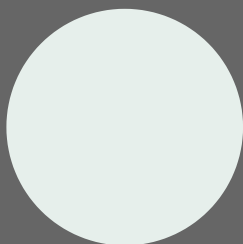
BRAND COLOUR CURATION



HEX #BBD1CB



HEX #A1C3B6



HEX #E6EFEB



HEX #CFD1C4



HEX #ABA27E

PRIMARY BRAND COLOURS

USAGE

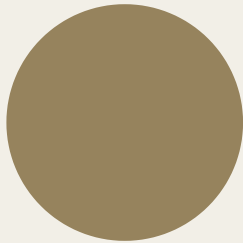
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SECONDARY COLOUR CURATION



HEX #96835D



HEX #81743E



HEX #ABA27E



HEX #D5D0BE



HEX #E3E0D4

SHADES OF GREEN

USAGE

To push brand colours further, we like to develop a series of pre-set secondary colours which are shades of and tints of the primary colours.

We have developed a set of colours anchored from the green putty hex code #96835d

It's important not to over do the colour library and diffuse impact; however there is definitely room to explore the depth of colours attributed to your brand for various useage and as need.

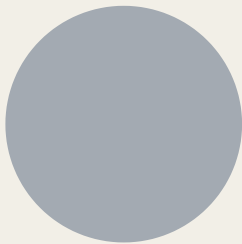
SECONDARY COLOURS



HEX #273023



HEX #434940



HEX #A3AAB2



HEX #CFD1C4



HEX #DCDDDE

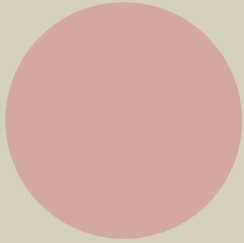
SHADES OF BLUE

USAGE

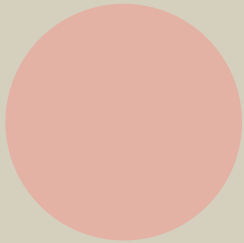
This series of secondary colours has been developed from the primary colour family hex code of #A56629

We wouldn't recommend more than 15 secondary colours. Although we have been known to develop brand bibles and style guides with more i.e. variations of white

SECONDARY COLOURS



HEX #D4A89E



HEX #E4B1A5



HEX #E4C4BA



HEX #EBDACC



HEX #FDF4F1

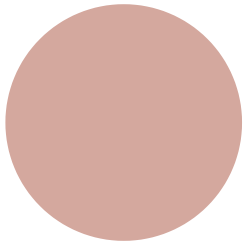
SHADES OF PINK

USAGE

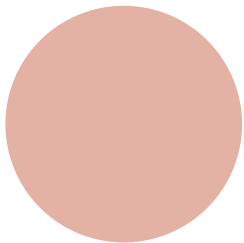
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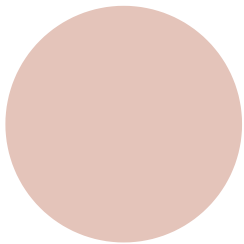
SECONDARY COLOURS



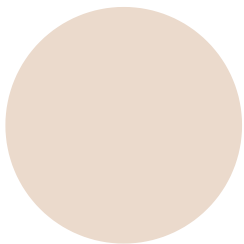
HEX #D4A89E



HEX #E4B1A5



HEX #E4C4BA



HEX #EBDACC



HEX #FDF4F1

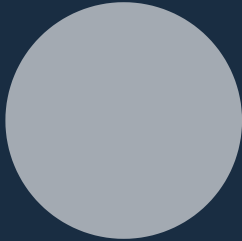
SHADES OF PINK

USAGE

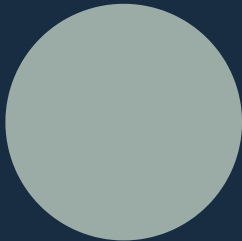
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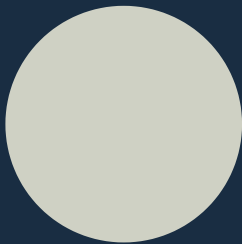
SECONDARY COLOURS



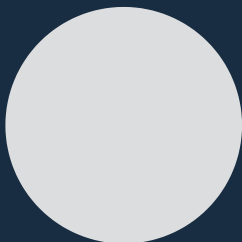
HEX #A3AAB2



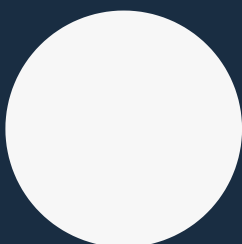
HEX #9BACA7



HEX #CFD1C4



HEX #DCDDDE



HEX #F7F7F7

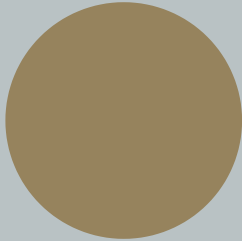
SHADES OF BLUE

USAGE

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SECONDARY COLOURS



HEX #96835D



HEX #CFC9B9



HEX #CFD1C4



HEX #E3E0D4



HEX #F5F3EE

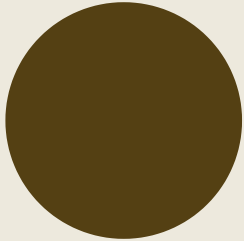
SHADES OF PUTTY

USAGE

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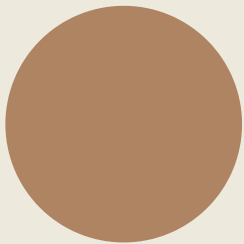
SECONDARY COLOURS



HEX #544013



HEX #9A8760



HEX #AE8463



HEX #D8B37C



HEX #F5F3EE

SHADES OF BROWN

USAGE

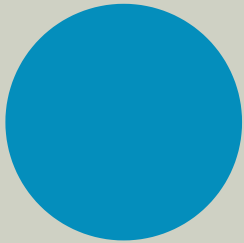
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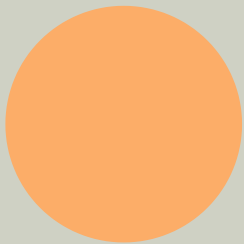
SECONDARY COLOURS



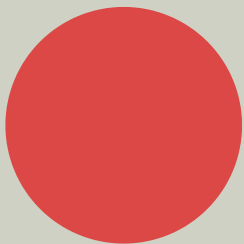
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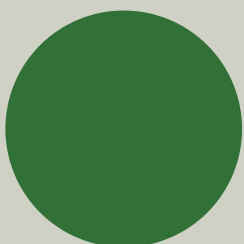
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HEX #FCAD68



HEX #DC4845



HEX #317137

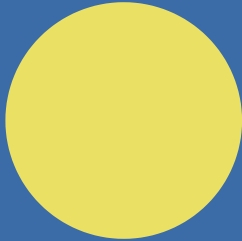
SHADES OF YOUTH

USAGE

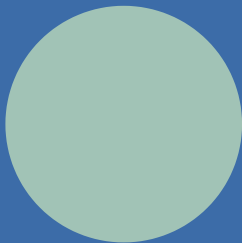
This series of secondary colours has been developed from the primary colour family hex code of #A56629

We wouldn't recommend more than 15 secondary colours. Although we have been known to develop brand bibles and style guides with more i.e. variations of white

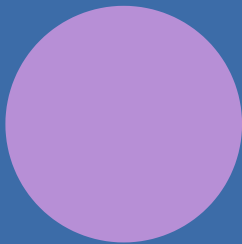
SECONDARY COLOURS



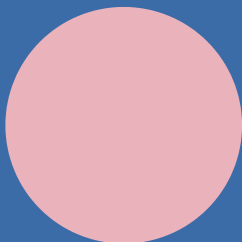
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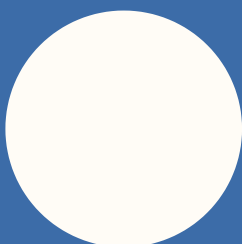
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HEX #B78FD6



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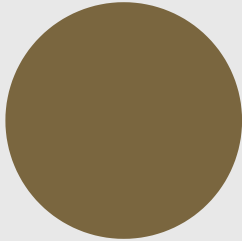
SHADES OF YOUTH

USAGE

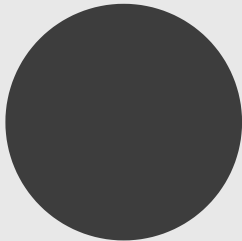
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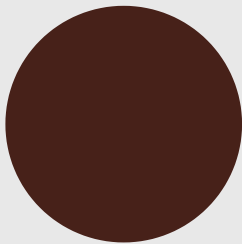
SECONDARY COLOURS



HEX #7A663F



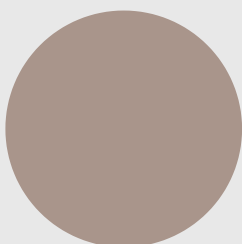
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HEX #472119



HEX #A3AAB2



HEX #A9958B

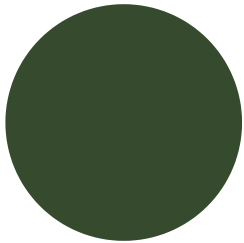
SHADES OF YOUTH

USAGE

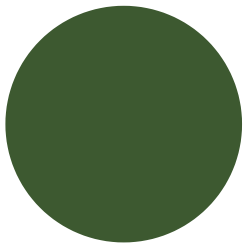
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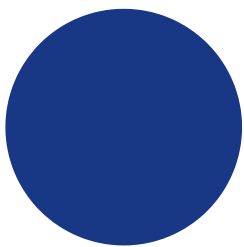
SECONDARY COLOURS



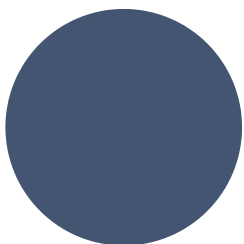
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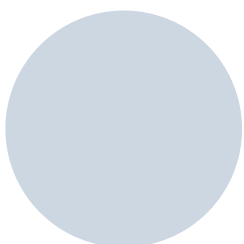
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HEX #183785



HEX #435570



HEX #CCD7E2

SHADES OF NAUTICAL

USAGE

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