

06. Our colours

Below is a list of acceptable Self Help Africa brand colours for use in marketing materials in print or on the web.

6.1 Self Help Africa

The majority of our marketing materials will be in this category. The colour palette is warm and earthy.



SHA Green
CMYK: 50/0/100/0
RGB: 140/197/64
Hex: #8CC540



SHA Gray
CMYK: 25/0/0/80
RGB: 61/80/90
Hex: #3D505A



SHA Teracotta
CMYK: 15/75/100/0
RGB: 213/98/42
Hex: #D5622A



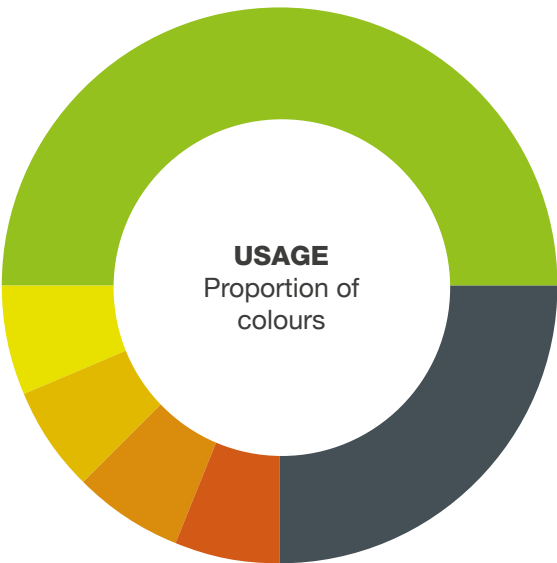
SHA Orange
CMYK: 15/50/100/0
RGB: 213/139/41
Hex: #D58B29



SHA light Orange
CMYK: 15/25/100/0
RGB: 218/181/37
Hex: #DAB525



SHA Lemon
CMYK: 15/0/100/0
RGB: 226/228/26
Hex: #E2E41A



Development Education/Other

SHA Blue and secondary SHA palette of grey, green and lemon



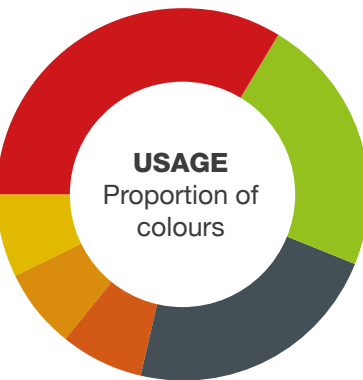
SHA Blue
CMYK: 100/0/0/0
RGB: 0/174/240
Hex: #00aef0



6.2 Subsidiaries

Trutrade

This category will include Trutrade and other subsidiaries in the field of trade. The primary colour is red and the secondary colours align with the SHA palette.



SHA Red
CMYK: 15/100/100/0
RGB: 210/35/42
Hex: #D2232A



SHA Gray
CMYK: 25/0/0/80
RGB: 61/80/90
Hex: #3D505A



SHA Green
CMYK: 50/0/100/0
RGB: 140/197/64
Hex: #8CC540



SHA Teracotta
CMYK: 15/75/100/0
RGB: 213/98/42
Hex: #D5622A



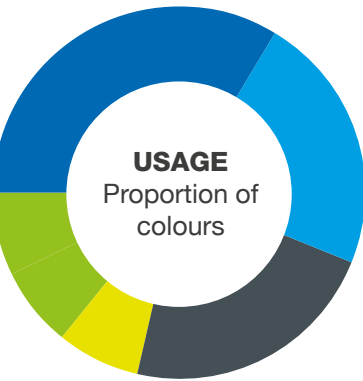
SHA Orange
CMYK: 15/50/100/0
RGB: 213/139/41
Hex: #D58B29



SHA light Orange
CMYK: 15/25/100/0
RGB: 218/181/37
Hex: #DAB525

Partner Africa

This category will involve our more business-oriented work. For a subsidiary such as Partner Africa, the blue will take precedent over the green. It is a cooler, more analytical palette.



SHA Dark Blue
CMYK: 100/50/0/0
RGB: 0/114/188
Hex: #0072bc



SHA Blue
CMYK: 100/0/0/0
RGB: 0/174/240
Hex: #00aef0



SHA Gray
CMYK: 25/0/0/80
RGB: 61/80/90
Hex: #3D505A



SHA Green
C/M/Y/K: 50/0/100/0
RGB: 140/197/64
Hex: #8CC540



SHA Lemon
C/M/Y/K: 15/0/100/0
RGB: 226/228/26
Hex: #E2E41A