

FlipGive Brand Colours

Colour palette

Consistent use of the colour palette helps maintain the integrity and consistency of our new FlipGive brand. When creating your own promotional materials, please reference the colour codes included below.

Please note:

RGB-based applications must be converted to CMYK (process color) or Pantone to come across correctly.

Dark Blue HEX: #143860	R - 20 G - 56 B - 96	C - 100 M - 82 Y - 36 K - 26
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Light Blue HEX: #3EB5E5	R - 62 G - 181 B - 229	C - 64 M - 9 Y - 2 K - 0
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Pink HEX: #E6126A	R - 230 G - 18 B - 106	C - 4 M - 100 Y - 34 K - 0
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Purple HEX: #7E3F97	R - 126 G - 63 B - 151	C - 60 M - 90 Y - 1 K - 0
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Blue HEX: #005E9D	R - 0 G - 94 B - 157	C - 96 M - 66 Y - 11 K - 1
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Pale Blue HEX: #E1F1F7	R - 225 G - 241 B - 247	C - 10 M - 0 Y - 2 K - 0
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Orange HEX: #F15A29	R - 241 G - 90 B - 41	C - 0 M - 80 Y - 94 K - 0
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Purple is the least used colour and is mostly seen in our gradients



FlipGive Brand Colours Extended

Dark Blue Lighter HEX: #2669B4 CMYK: 79/42/0/29	Blue Lighter HEX: #0095F9 CMYK: 100/40/0/2	Light Blue Lighter HEX: #A5DDF3 CMYK: 32/9/0/5	Pink Lighter HEX: #F7A1C5 CMYK: 0/35/20/3	Orange Lighter HEX: #F9B69F CMYK: 0/27/36/2		Gradient 1 Dark Blue > Blue
Dark Blue Light HEX: #1D518A CMYK: 79/41/0/46	Blue Light HEX: #0083DA CMYK: 100/40/0/15	Light Blue Light HEX: #81CFEE CMYK: 46/13/0/7	Pink Light HEX: #F15596 CMYK: 0/65/38/5	Orange Light HEX: #F58966 CMYK: 0/44/38/4		Gradient 2 Purple > Blue
Dark Blue HEX: #143860 CMYK: 79/42/0/62	Blue HEX: #005E9D CMYK: 100/40/0/38	Light Blue HEX: #3EB5E5 CMYK: 73/21/0/10	Pink HEX: #E6126A CMYK: 0/92/54/10	Orange HEX: #F15A29 CMYK: 0/63/83/5	Pale Blue HEX: #E1F1F7 CMYK: 9/2/0/3	Gradient 3 Blue > Light Blue
Dark Blue Dark HEX: #0E2744 CMYK: 79/43/0/73	Blue Dark HEX: #00497A CMYK: 100/40/0/52	Light Blue Dark HEX: #1B95C5 CMYK: 86/24/0/23	Pink Dark HEX: #BD0F58 CMYK: 0/92/53/26	Orange Dark HEX: #D33F0D CMYK: 0/70/94/17	Pale Blue Dark HEX: #AEDAEA CMYK: 26/7/0/8	Gradient 4 Pink > Orange
Dark Blue Darker HEX: #0A1E33 CMYK: 80/41/0/80	Blue Darker HEX: #003D66 CMYK: 100/40/0/60	Light Blue Darker HEX: #1888B4 CMYK: 87/24/0/29	Pink Darker HEX: #970C46 CMYK: 0/92/54/41	Orange Darker HEX: #AD330B CMYK: 0/71/94/32	Pale Blue Darker HEX: #5EB5D4 CMYK: 56/15/0/17	Gradient 5 Purple > Pink



Note: Gradients are used as strong accents and only at certain times they should be used as background colours