Publication guidelines

Hort Innovation

Contents

About the publication guidelines

These guidelines have been designed to assist delivery partners with requirements relating to branding and funding statements for project outputs that have been funded through Hort Innovation.

When should branding and funding acknowledgement be included?

Many levy-funded investments involve producing and disseminating material such as:

- Publications (including magazines, books, newsletters, enewsletters, brochures, fact sheets)
- Scientific papers
- Workshop and field day signage/collateral
- PowerPoint presentations
- Conferences
- Websites
- Webinars, podcasts and videos
- Media releases
- Social media.

Such materials must acknowledge the relevant levy fund and Australian Government contributions through use of the appropriate funding block, or logo and funding statement.

Such acknowledgment helps to ensure that growers can easily identify where their levies and Australian Government funds are invested.

The funding acknowledgements must be included in all material from levy-funded research and development projects.

For levy fund projects, the use of a funding block is an easy alternative to the use of a separate logo and funding statement.

A funding block includes the fund-specific logo and appropriate funding statement for a particular levy fund. Funding blocks are available via the delivery partner section of Hort Innovation's website – for more information go to page 11 of this guide.

If your layout or requirements mean a funding block is not suitable – or if a funding block is not available for your type of project – the appropriate logo and funding statement must be used in combination instead. Logos can be downloaded from links in this guide and are also available via the delivery partner section of Hort Innovation's website – for more information go to page 10 of this guide. An exception to this is scientific papers which only require the appropriate funding statement and do not require a logo or a funding block.

About the publication guidelines
continued

Hort Innovation name protocol

In all material referencing Hort Innovation:

- The organisation must be referred to as Hort Innovation. It must not be abbreviated. The organisation must not be referred to as Hort, HIA, HI, HIAL or any other acronym

- The organisation must not be referred to as Horticulture Innovation Australia, Hort Innovation Australia or Hort Innovation Australia Limited.

Legal notices and other formal disclaimers

In formal and legal communication, the only acceptable reference to the organisation in the first instance is Horticulture Innovation Australia Limited. It may then be abbreviated to Hort Innovation.

To obtain the legal notice and disclaimer go to page 11 of this guide.

Project-specific websites, social media accounts and project logos

The Hort Innovation Communications Team must be consulted prior to the creation of any project-specific logo, website or social media account. Contact communications@horticulture.com.au for advice.

How to use the publication guidelines

Four steps to branding and acknowledging funding for a project output funded by Hort Innovation:

1 Find out the requirements that are relevant to your project
Go to pages 4 to 9

2 Download the resources you need from the delivery partner section of Hort Innovation's website
Go to page 10

3 Apply the disclaimer and legal notices
Go to page 11

4 Submit your project outputs for approval
Go to page 12

Strategic levy investment

All levy-funded R&D communication outputs and materials must include appropriate funding acknowledgement. There are two options to acknowledge project funding, depending on your project output, layout and preference. The first is a complete 'funding block', which as described below comprises a fund-specific logo and funding statement. The second option is to use the appropriate logo and a separate funding statement, also described below. These methods of acknowledgement recognise the type of funding allocated to the project, where funds from an industry levy and Australian Government contributions are used.

Funding block

The use of a funding block is an option for acknowledging funding. It is an alternative to the use of a separate logo and funding statement for strategic levy investment projects.

A funding block includes the fund-specific logo and appropriate funding statement for a particular levy fund.

Funding blocks are available via the delivery partner section of Hort Innovation's website – for more information go to page 10 of this guide.

If the levy-funded project uses funds from multiple levy industries, no funding block is available. See page 8 for more information.

For information on positioning the funding block, see page 20.

Logo-lock

When a funding block is not used, a fund-specific logo-lock (see example below) must be included in all project communication outputs.

Fund-specific logo-locks are available via the delivery partner section of Hort Innovation's website – for more information go to page 10 of this guide. For information on the core logos and fund-specific logo-locks, and how to use them correctly, see page 13.

Hort Innovation   ALMOND FUND

Funding statement

When a funding block is not used, the appropriate funding statement must be included at some point in all project communication outputs. The only acceptable funding statement where a single industry levy is used is:

"This project has been funded by Hort Innovation, using the <insert industry> research and development levy and contributions from the Australian Government. Hort Innovation is the grower- owned, not-for-profit research and development corporation for Australian horticulture."

If the project being referred to is subject to co-investment (including in-kind), the following funding statement should be used:

"This project has been funded by Hort Innovation, using the <insert industry> research and development levy, contributions from the Australian Government and co-investment from <insert organisation>. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture."

Fund name protocol

In the first instance, Hort Innovation fund names must be referred to in the full format, for example, Hort Innovation Raspberry and Blackberry Fund.

The fund name may then be shortened to the fund name only, for example, Raspberry and Blackberry Fund.

Project name and code protocol

In addition to the funding block or logo and funding statement, it is a requirement to also weave project acknowledgement and naming into your communications narrative.

A project must be referred to by its full name and code, linking to the appropriate Hort Innovation levy fund using one of the following formats:

1   The strategic levy investment project <insert project name> (<insert project code>) is part of the Hort Innovation <insert fund name> Fund.

2   The project <insert project name> (<insert project code>) is a strategic levy investment under the Hort Innovation < insert fund name > Fund.

3   A strategic levy investment, the project <insert project name> (<insert project code>) is part of the Hort Innovation <insert fund name> Fund.

Media releases are an exception as they do not require a full project name and code, but do require acknowledgement of the project being "a strategic levy investment under the Hort Innovation <insert fund name> Fund."

Frontiers

The funding statement along with the appropriate branding must be included at some point in all R&D project communication outputs and marketing media releases. The statement recognises industry levy investment, co-investment details and any Australian Government contributions.

Logo

The single, dedicated Frontiers logo (fund-specific logos no longer exist) (see below) must be included in all relevant R&D project communication outputs.

The logo is available via the delivery partner section of Hort Innovation's website – for more information go to page x of this guide.

Funding statement

The appropriate funding statement must be included at some point in all Frontiers R&D project outputs:

"<insert project name> is funded through Hort Innovation Frontiers with co-investment from <insert list of contributing partners> and contributions from the Australian Government."

Frontiers name protocol

In the first instance, the name must be referred to as Hort Innovation Frontiers. It must not be abbreviated. It can then be shortened to Frontiers.

In addition to the logo and funding statement, it is a requirement to also weave project acknowledgement and naming into your communications narrative. A project must be referred to by its full name and code in the first instance, for example:

1   The project <insert project name> (<insert project code>) is an investment of Hort Innovation Frontiers.

Media releases are an exception as they do not require a full project name and code.

Combined funding

Funding blocks are not available for projects with multiple levy funding. The funding statement along with the Hort Innovation logo must be included at some point in all R&D project communication outputs and marketing media releases funded by Hort Innovation. The statement recognises the type of funding allocated to the project, where funds from an industry levy are used, as well as contributions from the Australian Government and any other sources.

Logo

For projects funded with multiple levy funds, the Hort Innovation logo must be included at some point in all R&D project outputs. Individual fund-specific logos are not required for projects funded by more than one industry.

The Hort Innovation core logo is available at the delivery partner section of Hort Innovation's website – for more information go to page 10 of this guide.

Funding statement

The appropriate funding statement must be included at some point in all multi-levy funded project communication outputs. The only acceptable funding statement is:

"This project has been funded by Hort Innovation, using the <insert industries> research and development levies and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture."

If the project being referred to is subject to co-investment (including in-kind), the following funding statement should be used:

"This project has been funded by Hort Innovation, using the <insert industries> research and development levies, contributions from the Australian Government and co-investment from <insert organisation/organisations>. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture."

Fund name protocol

With multiple funds, in the first instance, Hort Innovation fund names must be referred to in the full format, for example, Hort Innovation Cherry and Raspberry and Blackberry Funds.

The fund names may then omit 'Hort Innovation', for example, Cherry and Raspberry and Blackberry Funds.

Grant projects

Grant projects have their own requirements for funding acknowledgment. Please contact your Hort Innovation project contact by email to discuss the requirements further.

Combined funding continued

Marketing content

Project name and code protocol

In addition to the logo and funding statement, it is a requirement to also weave project acknowledgement and naming into your communications narrative.

A project must be referred to by its full name and code, linking to the appropriate Hort Innovation levy funds using one of the following formats:

1   The strategic levy investment project <insert project name> (<insert project code>) is part of the Hort Innovation <insert industry and industry> Funds.

2   The project <insert project name> (<insert project code>) is a strategic levy investment under the Hort Innovation <insert industry and industry> Funds.

3   A strategic levy investment, the project <insert project name> (<insert project code>) is part of the Hort Innovation <insert industry and industry> Funds.

Media releases are an exception as they do not require a full project name and code.

In material referencing levy-funded marketing programs (these do not receive Australian Government contributions and do not have bespoke funding blocks), the following attributions are acceptable:

- Backed by industry marketing levies through Hort Innovation

- Supported by industry marketing levies through Hort Innovation.

Media requirements

Traditional media

In all instances, the Hort Innovation Communications Team must be advised prior to the development of a Hort Innovation levy-funded media release, a story pitch to a media outlet
or as soon as a delivery partner is approached by a journalist for an interview.

Following that, all media responses and media releases need to be approved by the Hort Innovation Communications Team via communications@horticulture.com.au.

Social media

Where practical, Hort Innovation should be tagged in social media content related to levy-funded projects. Social media handles include:

- Facebook: facebook.com/hortinnovation/
- LinkedIn: linkedin.com/company/hort-innovation/

Marketing-related media

In the body of levy-funded marketing-related media releases, the following attributions are acceptable:

- Backed by industry through Hort Innovation
- Supported by industry through Hort Innovation.

The following boilerplate must also be included in media releases:

ABOUT HORT INNOVATION

Hort Innovation is a not-for-profit, grower-owned company that advances Australia's
$17 billion horticulture industry by investing in research and development, marketing and trade to build a prosperous and sustainable future fo growers.

Delivery partner section of Hort Innovation's website

The delivery partner section of the Hort Innovation website (www.horticulture.com.au/delivery-partners) contains resource material for branding, funding statements and fund blocks that are required for project outputs funded through Hort Innovation.

Levy fund resource packages

Resource packages containing logos and funding blocks are available for each levy fund:

Almond Fund	Macadamia Fund	Pistachio Fund
Apple and Pear Fund	Mango Fund	Potato – Fresh Fund
Avocado Fund	Melon Fund	Potato – Processing Fund
Banana Fund	Mushroom Fund	Processing Tomato Fund
Blueberry Fund	Nashi Fund	Pyrethrum Fund
Cherry Fund	Nursery Fund	Prune Fund
Chestnut Fund	Olive Fund	Raspberry and Blackberry Fund
Citrus Fund	Onion Fund	Strawberry Fund
Custard Apple Fund	Papaya Fund	Summerfruit Fund
Dried Grape Fund	Passionfruit Fund	Sweetpotato Fund
Dried Tree Fruit Fund	Persimmon Fund	Table Grape Fund
Lychee Fund	Pineapple Fund	Turf Fund
		Vegetable Fund

Hort Innovation and Frontiers logos

A range of logo formats are available for various publishing mediums. They are supplied in a logo package that is available via the delivery partner section of Hort Innovation's website and by using the following links:

Hort Innovation logo package

Frontiers logo package

Legal requirements

Legal documents

Hort Innovation levy-funded project communication material that provides advice to industry should be accompanied by a disclaimer and legal notice.

On the project resources page of the delivery partner section of the Hort Innovation website, the following resources can be downloaded for use:

- Disclaimer
- Legal notice
- Privacy collection notice
- Privacy policy
- Talent release form
- Crowd notice
- Website terms of use and cookie policy.

Link: Project resources page

Legal requirements for websites and digital platforms

Hort Innovation has specific requirements in relation to websites and other digital platforms developed through projects which are proprietary to Hort Innovation. This includes, amongst other things, the inclusion of the Hort Innovation privacy policy, website terms of use, cookies policy, and depending on the functionality of the website, a privacy collection notice.

These documents can be found in the delivery partner section of the Hort Innovation website (www.horticulture.com.au/delivery-partners).

These documents may require revision depending on the website functionality. Before registering a domain or developing a website please contact Hort Innovation's Communications Team by email at communications@horticulture.com.au to ascertain the full requirements by Hort Innovation.

Approval procedure

All project communication material funded by Hort Innovation R&D must be submitted to Hort Innovation for review and approval prior to distribution.

This includes publications such as fact sheets, scientific papers, signage and other publishing materials. Information on approvals for media releases is on page 9.

This is a contractual obligation to ensure:

1. Collaboration

2. Appropriate recognition of funding

3. Hort Innovation is aware of media and other activity being generated about its funded projects

4. All available communications channels are being utilised.

Material should be submitted to your Hort Innovation project manager by email for review and approval prior to distribution.

Hort Innovation will aim to provide a response within two working days.

Once approved, Hort Innovation should be provided with a final copy of the material for reference and, where appropriate, circulation.

Logos

Requirements regarding the colour and placement of the various logos are outlined on the following pages. The Australian Government Coat of Arms should not be featured unless it is a project funded through the Australian Government Rural Research and Development for Profit program. If this is the case, please contact the Hort Innovation Communications Team at communications@horticulture.com.au for more details.

Any item carrying a core logo or logo-lock must be approved by Hort Innovation prior to release and distribution. For approval, please contact the Hort Innovation Communications Team by email at communications@horticulture.com.au.

A range of logo formats are available for various publishing mediums. They are supplied in a logo package that is available at the delivery partner section of Hort Innovation's website and by using the link below.

Link: www.horticulture.com.au/delivery-partners

Logos	**Logos**
Pantone / CMYK / RGB	Mono black

Hort Innovation

Hort Innovation   **ALMOND FUND**

Hort Innovation Frontiers®

Hort Innovation

Hort Innovation   **ALMOND FUND**

Hort Innovation Frontiers®

How to use the logos

Minimum sizes

Hort Innovation core logo

The 'optimum' minimum size recommended for reproduction of the logo before legibility is compromised is 7mm high.

In situations where the size required is less than the 'optimum' minimum size, only the mono black version can be used and the 'absolute' minimum size is 5mm high.

Minimum size (optimum)	Minimum size (absolute)
7mm high	Mono only; 5mm high

Hort Innovation fund-specific logo-locks

The 'optimum' minimum size recommended for reproduction of the logo-lock before legibility is compromised is 7mm high.

In situations where the size required is less than the 'optimum' minimum size, only the mono black version can be used and the 'absolute' minimum size is 5mm high.

Minimum size (optimum)	Minimum size (absolute)
7mm high	Mono only; 8mm high

Minimum sizes

Frontiers logo

The Frontiers logo is available in two versions with different sizes of the registered trademark symbol. One version is for when the logo is used at a regular size, say in a publication and on a website; the other version is for when the logo is used at a large size, say on a pull-up banner or on a large poster.

The 'optimum' minimum size recommended for reproduction of the regular size logo before legibility is compromised is 10mm high.

In situations where the size required is less than the 'optimum' minimum size, only the mono black version of the regular size logo can be used and the 'absolute' minimum size is 8mm high.

Regular size logo
Minimum size (optimum)
10mm high

Hort Innovation
Frontiers®
10mm

Regular size logo
Minimum size (absolute)
Mono only; 8mm high

Hort Innovation
Frontiers®
8mm

How to use the logos
continued

Clear space

Clear space must exist on all sides of the logo to ensure strong and consistent placement of the logo across all applications. This clear space must be free of any other elements such as type, graphic elements or imagery.

Hort Innovation core logo and fund-specific logo-locks

The clear space must be equal to, or greater than 'H', which is the height of the capital H in Hort.

Minimum clear space

'H' equals the height of the capital H in Hort
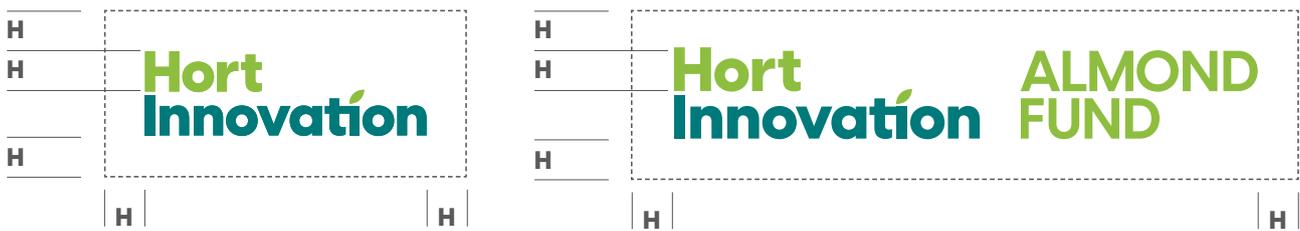
Frontiers logo

The clear space must be equal to, or greater than 'F', which is the height of the capital F in Frontiers.

Minimum clear space

'F' equals the height of the capital F in Frontiers

Non-white and imagery backgrounds

When it is necessary to reproduce a logo or logo-lock on a coloured background or a background that is an image, the logo MUST be reproduced in white, as shown below in 'absolute' minimum sizes.

Hort Innovation core logo
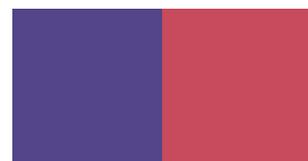
Non-white and imagery backgrounds
White core logo only
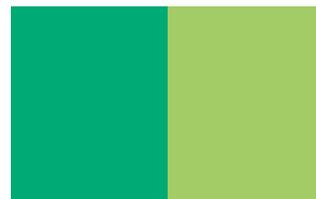Absolute minimum size is 9mm high

Black is preferable

Teal or lime from the colour palette is also preferable

Other colours from the colour palette are acceptable

Hort Innovation fund-specific logo-locks

Non-white and imagery backgrounds
White logo-lock only
Absolute minimum size is 9mm high

Black is preferable

Teal or lime from the colour palette is also preferable

Other colours from the colour palette are acceptable

How to use the logos
continued

Non-white and imagery backgrounds

When it is necessary to reproduce a logo or logo-lock on a coloured background or a background that is an image, the logo MUST be reproduced in white, as shown below in 'absolute' minimum sizes.

Frontiers core logo

Non-white and imagery backgrounds
White core logo only
Absolute minimum size is 10mm high

Black is preferable

Teal or lime from the Frontiers colour palette is also preferable

Other colours from the colour palette are acceptable

Imagery backgrounds

The following specifications apply to the Hort Innovation core logo, Hort Innovation fund-specific logo-locks and the Frontiers logo. The Hort Innovation core logo has been used for demonstration purposes.

White core logos and logo-locks only.

Absolute minimum sizes apply.

Plain area on image is preferable

Dark area on image is preferable

Detailed area on image is not acceptable

Light area on image is not acceptable

How to use the logos
continued

Logo positioning

Logo or logo-lock with a funding statement

If you are using a core logo or logo-lock with a funding statement, the following recommendations on position apply:

Multi-page documents

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or the Frontiers logo, or the core logo for projects with combined funding), it is ideal to have the logo on the front cover, plus the logo and funding statement on inside front cover.

Two-page documents

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or the Frontiers logo, or the core logo for projects with combined funding), it is ideal to have the logo or fund-specific logo-lock on the front cover plus the fund-specific logo-lock and funding statement on the reverse page. Where this is not feasible, the correct positioning is on the reverse page.

One-page documents

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or the Frontiers logo, or the core logo for projects with combined funding),it is ideal to have the fund-specific logo-lock and funding statement at the bottom of the page.

Videos

The correct position for the logo or logo-lock is on the opening slide of the video, with the funding statement to be included on the closing slide.

Newsletters and emails

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or the Frontiers logo, or the core logo for projects with combined funding), it is ideal to have the fund-specific logo-lock and funding statement at the bottom of the email.

Posters

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or the Frontiers logo, or the core logo for projects with combined funding), it is ideal to have the fund-specific logo-lock and funding statement at the bottom of the page.

Podcasts

For podcasts or other audio outputs, the funding statement should be verbally stated at the beginning of the recording.

Funding blocks

If you are using a funding block (available only for single-industry strategic levy investment projects), the block should be positioned at the bottom of one-page documents, on the reverse page of two-page documents, or on the inside front cover of multi-page publications. With booklet-style outputs that have a front cover, it is ideal to also include the fund-specific logo on the front cover, as above.

Funding blocks are provided in colour and mono formats for various publishing mediums. They should be used at a size of 100 per cent, being the size they are provided. They must never be disproportionately resized (stretched in either direction).

Fonts

Consistent use of fonts and typography styles helps create a unified visual style. Hort Innovation uses numerous fonts as part of its visual style.

For professional designers, the preferred font family is 'Visby'. Visby Heavy has been used to create the logo. It must be used for all material that will be reproduced in print-based mediums. Note, this does not include Microsoft Office documents that will be printed on a laser copier.

The secondary font families are 'Urbanist' and 'Calibri'. Urbanist is a Google font and should be used for all material that will be published in a digital medium. Calibri has been used in all Hort Innovation corporate templates and emails and is acceptable for communication material such as project reporting.

Primary font:

Visby

Visby Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Visby Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Visby Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Visby Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Visby Demi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Visby Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Visby Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Visby Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary fonts:

Urbanist (Google font)

Urbanist Light 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Urbanist Regular 400
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Urbanist Bold 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Urbanist Black 900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Oblique versions of the fonts are acceptable.

Colours

The Hort Innovation visual identity uses a colour palette consisting of a primary and a secondary palette.

The primary palette has a teal green and a lime green, which are both used in the Hort Innovation core logo and are used extensively in our brand identity and in most of our published materials. The true green is also used extensively in our brand identity.

The other colours in the palette can be used in publications and other materials.

The colours are available in several different colour formats, depending on their intended use. The Pantone (PMS) and CMYK versions are used for offset and digital printing. The RGB versions are used for digital mediums such as websites and online platforms, television, videos, PowerPoint presentations, and projected displays. The hexadecimal (hex) colours are used for digital platforms and websites.

Hort Innovation primary colour palette
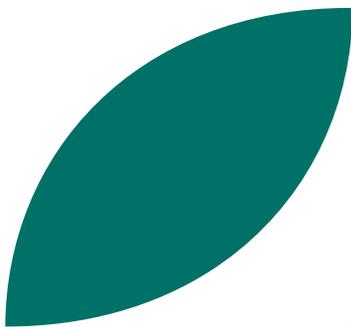
Teal green
PMS: 328
CMYK: 90/35/50/10
RGB: 0/121/123
Hex: 00797b

Lime green
PMS: 376
CMYK: 50/5/100/0
RGB: 141/198/63
Hex: 8ebe3f

True green
PMS: 3405
CMYK: 100/0/82/0
RGB: 0/172/1055
Hex: 00ac69

Hort Innovation secondary colour palette

PMS: 388
CMYK: 17/10/96/0
RGB: 222/246/43
Hex: dee22b

PMS: 130
CMYK: 0/30/100/0
RGB: 253/185/19
Hex: fdb913

PMS: 151
CMYK: 0/60/100/0
RGB: 255/131/0
Hex: ff8300

PMS: Bright Orange
CMYK: 0/77/100/0
RGB: 255/95/0
Hex: ff5f00

PMS: Warm Red
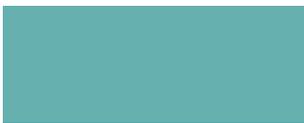CMYK: 0/87/80/0
RGB: 255/68/56
Hex: ff4438

PMS: 7420
CMYK: 0/80/42/20
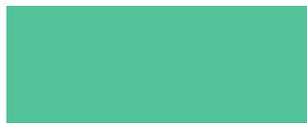RGB: 199/74/93
Hex: c74a5d

PMS: 7524
CMYK: 26/76/71/14
RGB: 167/83/72
Hex: a75348

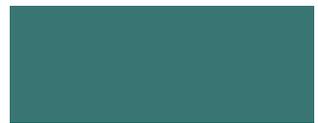PMS: 213
CMYK: 2/97/24/0
RGB: 232/31/118
Hex: e81f76

PMS: 2592
CMYK: 51/89/0/0
RGB: 158/40/181
Hex: 9e28b5

PMS: 7678
CMYK: 71/84/11/0
RGB: 105/72/143
Hex: 69488f

PMS: 7671
CMYK: 81/85/15/3
RGB: 83/69/136
Hex: 534588

PMS: 542
CMYK: 51/21/6/0
RGB: 123/173/211
Hex: 7aadd3

PMS: 653
CMYK: 88/64/18/3
RGB: 49/96/148
Hex: 316094

PMS: 333
CMYK: 62/0/34/0
RGB: 46/217/195
Hex: 2ed9c3

PMS: 367
CMYK: 41/0/82/0
RGB: 162/212/94
Hex: a2d45e
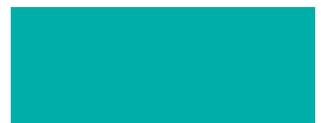
PMS: 326
CMYK: 86/2/41/0
RGB: 0/175/170
Hex: 00afaa

CMYK: 0/0/10/10
RGB: 221/220/203
Hex: 00797b

CMYK: 0/0/5/8
RGB: 236/235/225
Hex: ecebe1

Colours
continued

Frontiers colour palette

PMS: 388
CMYK: 17/10/96/0
RGB: 222/246/43
Hex: dee22b

PMS: 130
CMYK: 0/30/100/0
RGB: 253/185/19
Hex: fdb913

PMS: 151
CMYK: 0/60/100/0
RGB: 255/131/0
Hex: ff8300

PMS: Bright Orange
CMYK: 0/77/100/0
RGB: 255/95/0
Hex: ff5f00

PMS: Warm Red
CMYK: 0/87/80/0
RGB: 255/68/56
Hex: ff4438

PMS: 742O
CMYK: 0/80/42/20
RGB: 199/74/93
Hex: c74a5d

PMS: 7524
CMYK: 26/76/71/14
RGB: 167/83/72
Hex: a75348

PMS: 213
CMYK: 2/97/24/0
RGB: 232/31/118
Hex: e81f76

PMS: 2592
CMYK: 51/89/0/0
RGB: 158/40/181
Hex: 9e28b5

PMS: 7678
CMYK: 71/84/11/0
RGB: 105/72/143
Hex: 69488f

PMS: 7671
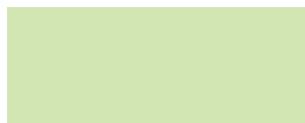CMYK: 81/85/15/3
RGB: 83/69/136
Hex: 534588

PMS: 542
CMYK: 51/21/6/0
RGB: 123/173/211
Hex: 7aadd3

PMS: 653
CMYK: 88/64/18/3
RGB: 49/96/148
Hex: 316094

PMS: 333
CMYK: 62/0/34/0
RGB: 46/217/195
Hex: 2ed9c3

PMS: 367
CMYK: 41/0/82/0
RGB: 162/212/94
Hex: a2d45e

PMS: 326
CMYK: 86/2/41/0
RGB: 0/175/170
Hex: 00afaa

Contact us

If you have any questions, please contact Hort Innovation's Communications Team:

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