

WebBeds

December 2025 - Brand Guide Extract

Brand Colours.




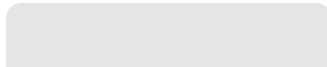







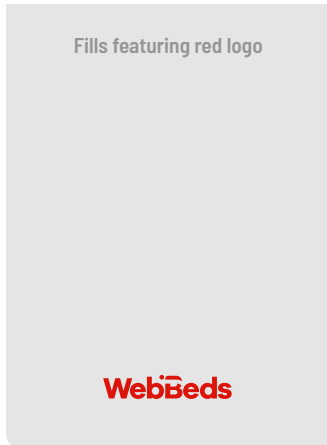
We use a bespoke RGB colour, WebBeds Red, for all digital applications, and all output should aim to emulate this red. With earth tones and warm greys + slate and cool grey supporting colours.












Brand colours.

WebBeds Red is our core brand colour, it is a bespoke RGB colour created for digital use. Regardless of the medium, the aim is always to have an output that emulates this digital colour. While it is our primary brand colour, **it is to be used sparingly** so it does not to 'dominate' layouts. Avoid using it as a background colour on pages, or fill colours in table headers etc.

Note: WebBeds Red is not a Pantone derivative, please always ensure you are applying the RGB values shown below. There are times when 4 colour process is required, so we have closely matched WebBeds Red with CMYK and PMS colours. Use CMYK as the preferred process colour option, and only where absolutely required, use the PMS.

			
R220 G20 B10	R00 G00 B00	R204 G204 B204	R229 G229 B229
HEX #DC140A	HEX #000000	HEX #CCCCCC	HEX #E5E5E5
CMYK 07 100 100 00 	CMYK 00 00 00 100 	CMYK 00 00 00 20	CMYK 00 00 00 10
SPOT PANTONE: 485C 	SPOT PANTONE: Pro. Black 	SPOT PANTONE: Pro. Black 20%	SPOT PANTONE: Pro. Black 10%
			

Black Accent Percentages

								
90% Black 25 25 25 00 00 00 00 #191919	80% Black 51 51 51 00 00 00 80 #333333	70% Black 76 76 76 00 00 00 70 #4c4c4c	60% Black 102 102 102 00 00 00 60 #666666	50% Black 128 128 128 00 00 00 50 #808080	40% Black 153 153 153 00 00 00 40 #999999	30% Black 178 178 178 00 00 00 30 #b2b2b2	20% Black 204 204 204 00 00 00 20 #cccccc	White 255 255 255 00 00 00 00 #ffffff

Supporting Colours.

To provide variety in presentations, spreadsheets & UI themes etc., we have introduced a supporting colour palette. The colours chosen are slightly muted so they don't clash with, or dominate, WebBeds Red. The 'Earth' tones are not 'brights', so are softer on the eye but provide contrast to deliver readability and legibility. The 'Slate monochromes' can be mixed with the earth colours, but are good as a standalone pairing with WebBeds Red. The Slates also provide a new option for UI schemes (and are in use on our corporate website).

Earth Tones

Softer tones that reduce visual clashes with our bold WebBeds Red.

Berry 155 11 05 24 100 100 24 #9b0b05	Grape 135 99 137 52 67 25 04 #876389	Sun 227 99 12 07 74 100 01 #e3630c	Stone 224 161 94 11 40 72 00 #e0a15e	Forrest 101 137 99 63 30 70 10 #658963
Sand 223 198 159 13 20 40 00 #dfc69f	Warm Grey 4C 181 173 165 31 28 32 00 #b5ada5	Warm Grey 3C 191 183 176 26 24 28 00 #bfb7b0	Warm Grey 2C 203 195 187 20 20 23 00 #cbc3bb	Warm Grey 1C 214 209 202 15 14 17 00 #d6d1ca

Earth tones pair with Warm Greys

Warm greys have a brown base & work well with the Earth tones. We have listed four Pantone Warm Grey swatches, if greater contrast between greys are required, you can choose from other Pantone Warm Greys. **Note:** Earth and Slate colours can of course be mixed, when you do please pair with Warm Greys. When using these colours together, please avoid adding WebBeds Red into the mix.

Slate - Monochromes

Good for a 'visually uncomplicated' standalone pairing with WebBeds Red.

Ocean Slate 43 51 64 81 70 52 50 #2b3340	Slate 71 84 103 76 62 42 23 #475467	Mid Slate 134 156 189 50 32 13 00 #869cbd	Light Slate 182 194 214 28 18 07 00 #b6c2d6	Ultra Light Slate 226 232 242 10 05 01 00 #e2e8f2
Cool Grey 5C 177 177 177 31 25 26 00 #b1b1b1	Cool Grey 4C 187 187 187 27 21 22 00 #bbbbbb	Cool Grey 3C 200 200 200 21 17 17 00 #c8c8c8	Cool Grey 2C 208 207 205 18 14 15 00 #d0cfd	Cool Grey 1C 217 216 214 14 11 12 00 #d9d8d6

Slates pair with Cool Greys

Cool greys have a blue base & work well with the Slate Monochrome colours. We have listed five Pantone Cool Grey swatches, if greater contrast between greys is required, you can use other Pantone Cool Greys, or use the Black percentages on previous page. Additional Slate variations can also be created if required.

Sample application

Below are some samples of applying the colours, using the colour pairings. **Note:** When applying the Earth & Slate tones to graphs/pie charts/bar charts etc., please do not include WebBeds Red in the mix - as per the samples below. Pair WebBeds Red with Greys only. If you have any questions on how to best apply colours, please consult your marketing team.

<p>Banner Badges Mix it up from palette</p>			
<p>UI Schemes The Slate palette would be suitable for use in platform and application user interfaces for elements like buttons, text highlight boxes and font colouring, and is preferred over percentage accents of Webbeds Red for fills.</p>			

Need brand info or assistance?

If you would like more information on our brand creative, please contact:

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