

# Brand Colours

February 2023

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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 CMYK and PMS colours - but they should never be your first choice. Please check your suppliers production methods prior to artwork preparation or logo provision.

**RGB / Digital Colour - WebBeds Red**

For all digital logo and brand colour application including POS websites, landing pages, web banners & digital advertising, digital printing, Microsoft Office applications (Word, PowerPoint, Outlook, Excel) email marketing applications etc., please ensure WebBeds Red is used (i.e. do not use the RGB values of PMS 485C).

|  |   |
|--|---|
| <p><b>WebBeds Red - Digital</b><br/>                 RGB: 220   20   10<br/>                 Hex: #DC140A</p>                              | <p><b>White</b><br/>                 RGB: 255   255   255<br/>                 CMYK: 00   00   00   00<br/>                 Hex: #ffffff</p>                  |
| <p><b>Black</b><br/>                 RGB: 00   00   00<br/>                 CMYK: 00   00   00   100<br/>                 Hex: #000000</p> | <p><b>Curve Grey - 20% Black</b><br/>                 RGB: 204   204   204<br/>                 CMYK: 00   00   00   20<br/>                 Hex: #CCCCCC</p> |

**4 Colour / Process - Where Required Only**

Subject to the service provider production methods, where our RGB values can't be used (e.g. offset printing, paint preparation etc.), please use the CMYK colours as the preferred option, and where required use the PMS.

|   |  |
|---|--|
| <p><b>CMYK</b><br/>                 07   100   100   00</p> | <p><b>Pantone</b><br/>                 PANTONE: 485C</p> |
|---|--|

**Desired Result**

For red, the aim is always to have an output that emulates the digital colour WebBeds Red.

**Black Accents - Percentages**

|   |   |   |  |  |  |  |  |  |
|---|---|---|--|--|--|--|--|--|
| <p><b>90% Black</b><br/>                 00   00   00   90<br/>                 25   25   25<br/>                 #191919</p> | <p><b>80% Black</b><br/>                 00   00   00   80<br/>                 51   51   51<br/>                 #333333</p> | <p><b>70% Black</b><br/>                 00   00   00   70<br/>                 76   76   76<br/>                 #4C4C4C</p> | <p><b>60% Black</b><br/>                 00   00   00   60<br/>                 102   102   102<br/>                 #666666</p> | <p><b>50% Black</b><br/>                 00   00   00   50<br/>                 128   128   128<br/>                 #808080</p> | <p><b>40% Black</b><br/>                 00   00   00   40<br/>                 153   153   153<br/>                 #999999</p> | <p><b>30% Black</b><br/>                 00   00   00   30<br/>                 178   178   178<br/>                 #B2B2B2</p> | <p><b>20% Black</b><br/>                 00   00   00   20<br/>                 204   204   204<br/>                 #CCCCCC</p> | <p><b>10% Black</b><br/>                 00   00   00   10<br/>                 229   229   229<br/>                 #E5E5E5</p> |
|---|---|---|--|--|--|--|--|--|









**WebBeds UI Pattern Library**

For website design, please refer to the WebBeds Pattern Library: <https://webjet.github.io/webbeds-react-library/>

For tactical campaigns we can step outside of use of the WebBeds Red in our curve headers - approved only by marketing. Gradient fill backgrounds can bring life to a layout, acting as the copy stage to compliment hero imagery and help our message pop in cluttered environments.

## Gradients

Let's keep gradient use simple. We have some samples prepared below from the colour spectrum, using two colours in a linear gradient set at -45°. You can create a gradient to compliment an image colour tones, ensuring the colours compliment each other.

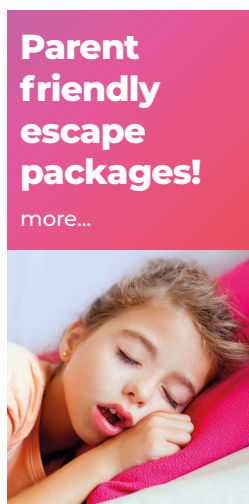
|   |   |   |   |   |  |   |   |
|---|---|---|---|---|--|---|---|
|  |  |  |  |  |  |  |  |
| Colour 1<br>21   194   200<br>#15C2C8   | Colour 1<br>0   178   255<br>#00B2FF  | Colour 1<br>81   240   249<br>#51F0F9   | Colour 1<br>224   92   189<br>#E05CBD   | Colour 1<br>24   67   170<br>#F143AA  | Colour 1<br>255   185   0<br>#FFB900   | Colour 1<br>253   86   0<br>#FD5600   | Colour 1<br>137   194   63<br>89C23F  |
| Colour 2<br>0   255   102<br>#00FF66  | Colour 2<br>0   255   102<br>#00FF66  | Colour 2<br>39   142   255<br>#278EFF   | Colour 2<br>253   76   86<br>#FD4C56  | Colour 2<br>131   74   250<br>#834AFA   | Colour 2<br>253   86   0<br>#FD5600  | WebBeds Red<br>220   20   10<br>#DC140A   | Colour 2<br>0   104   56<br>#006838   |



## Sample applications.



Tower Banner



POS Banner Sample (no curve)



eDM Header sample



Campaign Banner - Trade Press Ad Sample