

IFES blackcurrant
c100 m100 y30 k37
r37 g31 b79
hex **251F4F**
PANTONE **2765**

The IFES logo must *always* be in IFES blackcurrant or white on a IFES blackcurrant field.

THE COLOUR GUIDE

Please use the exact colours shown here. As a general rule, please use them at 100% rather than lightened, muted or darkened. The only exception is if you are doing an overlay on a photo.

World Student Day
c0 m 80 y20 k0
r234 g82 b132
hex **E95284**

Use the pink only for World Student Day materials.

IFES ocean
c88 m44 y31 k0
r0 g109 b140
hex **007696**

Use when needed for contrast or emphasis.

Latin America
c0 m74 y81 k0
r235 g94 b54
hex **EB5E36**

Europe
c0 m50 y96 k0
r243 g146 b13
hex **F3920D**

South Asia
c0 m25 y95 k0
r253 g196 b0
hex **FCC200**

Caribbean
c0 m6 y95 k0
r255 g228 b0
hex **FFE400**

EPSA
c30 m0 y87 k0
r199 g213 b58
hex **C7D53A**

MENA
c66 m0 y94 k0
r97 g179 b61
hex **61B23D**

South Pacific
c75 m0 y33 k0
r0 g178 b182
hex **06B2B6**

East Asia
c50 m0 y6 k0
r115 g202 b234
hex **73CAEA**

North America
c87 m50 y0 k0
r8 g112 b183
hex **0870B8**

Eurasia
c82 m78 y0 k0
r79 g72 b152
hex **4F4898**

Francophone Africa
c44 m60 y0 k0
r160 g118 b178
hex **A076B2**