

ARG UK Brand Guidelines

Sage

RGB: 178 - 219 - 191
CMYK: 36 - 0 - 31 - 0
HEX: #B2DBBF

Blue

RGB: 36 - 123 - 160
CMYK: 82 - 43 - 22 - 1
HEX: #247BA0

Buff

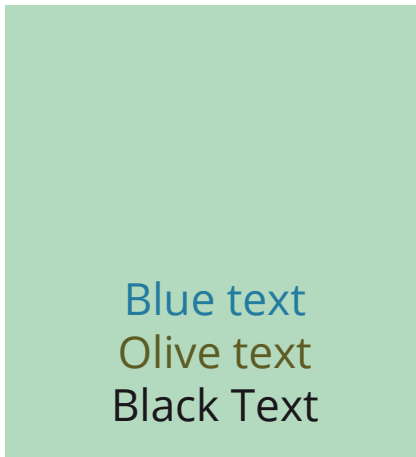
RGB: 243 - 255 - 188
CMYK: 9 - 0 - 35 - 0
HEX: #F3FFBC

Olive

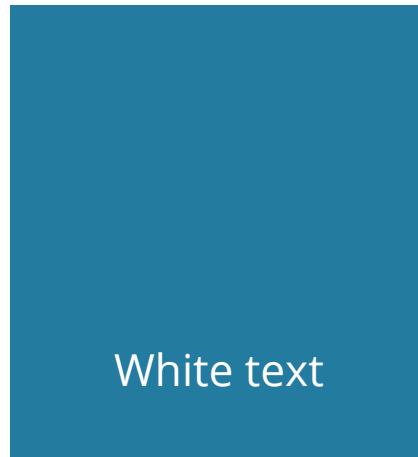
RGB: 94 - 91 - 38
CMYK: 59 - 48 - 94 - 35
HEX: #5E5B26

Pink

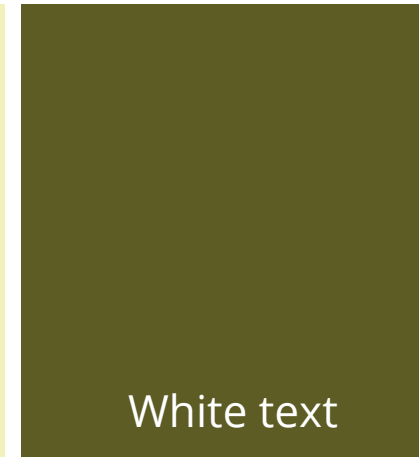
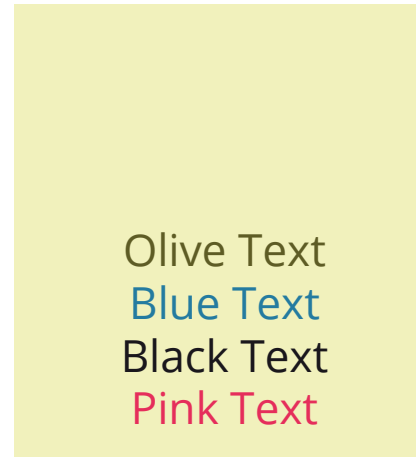
RGB: 237 - 40 - 89
CMYK: 0 - 91 - 46 - 0
HEX: #ED2859



Sage text



Blue text



Olive text



Pink text

Logo Font

Acme

<https://fonts.google.com/specimen/Acme>

Main Font

Open Sans

<https://fonts.google.com/specimen/Open+Sans>