

COLOUR AND FONT

The Fraser Health colours – orange and blue – are used to support our corporate values and our vision for health care delivery. These colours are used in the official corporate brand elements such as the logo and signature, but are not intended to limit the choice of colours used in communications or design in general.

Fraser Health Blue

Pantone Coated: pantone 301C
 Pantone Uncoated: pantone 301U
 CYMK: 100, 46, 5, 18
 RGB: 0, 82, 147
 Hexadecimal: #005293

Fraser Health Orange

Pantone Coated: pantone 166C
 Pantone Uncoated: pantone 166U
 CYMK: 0, 74, 100, 0
 RGB: 224, 82, 6
 Hexadecimal: #E05206

Emergency Sign Red

Pantone Coated: pantone 485C
 Pantone Uncoated: pantone 485U
 CYMK: 0, 93, 95, 0
 RGB: 213, 43, 30
 Hexadecimal: #D52B1E

Secondary Palette

The secondary colour palette is designed to complement the official corporate colours, providing flexibility and range in design. The secondary colours can be used together, in various combinations, individually or as accents to the corporate colours.

Teal

Pantone Coated: pantone 7474C
 Pantone Uncoated: pantone 7474U
 CYMK: 99, 37, 44, 10
 RGB: 0, 117, 130
 Hexadecimal: #007582

Sunflower

Pantone Coated: pantone 130C
 Pantone Uncoated: pantone 130U
 CYMK: 2, 38, 100, 0
 RGB: 246, 168, 0
 Hexadecimal: #F6A800

Warm Grey

Pantone Coated: pantone 444C
 Pantone Uncoated: pantone 444U
 CYMK: 59, 42, 45, 10
 RGB: 111, 124, 125
 Hexadecimal: #6F7C7D

Soft Black

Pantone Coated: pantone black 4C
 Pantone Uncoated: pantone black 4U
 CYMK: 41, 57, 72, 90
 RGB: 49, 38, 29
 Hexadecimal: #31261D

Moss Green

Pantone Coated: pantone 582C
 Pantone Uncoated: pantone 582U
 CYMK: 45, 33, 100, 9
 RGB: 144, 140, 20
 Hexadecimal: #908C14

Bright Blue

Pantone Coated: pantone 2925C
 Pantone Uncoated: pantone 2925U
 CYMK: 85, 21, 0, 0
 RGB: 0, 156, 222
 Hexadecimal: #009CDE

Font Standards

The preferred font family for most Fraser Health communications is Arial. Palatino is the preferred body font when a document is intended to be printed and read. The use of other fonts is permitted for design features when appropriate, provided they are not used to create logos or to replace the official Fraser Health logotype.

Quick tips:

- Font size for a general reader is between 10-12 points
- Increase the size of the font for younger and older audiences
- Use larger fonts for headings and titles

This is what Arial looks like.

This is what Palatino looks like.