

COLOUR PALETTE

CBM's colours are inspired by the home on which God has placed us – earth – and reminds us of our call to heal a broken world.

CBM's primary colours are blue, green and brown. Secondary colours are used as accents or backgrounds. The tertiary colours are used to colour-code CBM's five Causes. The colours can also be used in small amounts as accents. When choosing colours for any CBM brand collateral, consideration must be given to the proportions to allow the primary colours to remain the dominant colours.

Primary Colours

CBM BLUE

CMYK: 83/56/37/15

RGB: 0/66/102

HEX: #004266

PANTONE: 7699 Coated

PANTONE: 302 Uncoated

CBM GREEN

CMYK: 50/0/97/20

RGB: 123/184/51

HEX: #7BB833

PANTONE: 377 Coated

PANTONE: 376 Uncoated

CBM BROWN

CMYK: 36/36/89/58

RGB: 88/88/65

HEX: #585841

PANTONE: 7554 Coated and Uncoated

Colours look different between paper and pixels

CBM has chosen *Rolland Eviro Print* for all of our print materials. This includes everything from the *Hopeful Gifts for Change* Gift Catalogue to business cards and letterhead. This paper is made from 100% post-consumer sustainable fiber, and with biogas as a main energy source, the Enviro® product line has the smallest environmental footprint in North America’s paper industry. This commitment to a 100% sustainable paper choice aligns with CBM’s values and responsibilities towards the planet.

Uncoated paper has a more porous surface, this means inks tend to soak into, rather than sit on top of the paper surface. As such the colours tend to saturate and appear darker when printed. That is why the CBM CMYK colour values have been uniquely adjusted to compensate for this.

Secondary Colours

CBM YELLOW

CMYK: 0/19/100/0

RGB: 255/204/0

HEX: #FFCC00

CBM ALT BLUE

CMYK: 77/40/21/0

RGB: 71/143/204

HEX: #478FCC

CBM LIGHT BLUE

CMYK: 11/2/2/0

RGB: 223/236/242

HEX: #DFECF2

Tertiary Colours

CBM POVERTY

CMYK: 84/16/78/3

RGB: 16/153/102

HEX: #109966

CBM JUSTICE

CMYK: 0/69/100/0

RGB: 255/133/0

HEX: #FF8500

CBM KIDS AT RISK

CMYK: 76/5/32/0

RGB: 0/179/183

HEX: #00B3B7

CBM BUILD THE CHURCH

CMYK: 76/64/0/0

RGB: 51/102/255

HEX: #3366FF

CBM CRISIS RESPONSE

CMYK: 4/84/75/0

RGB: 231/82/72

HEX: #E75248

Neutrals

WHITE

CMYK: 0/0/0/0

RGB: 255/255/255

HEX: #FFFFFF

10% BLACK

CMYK: 0/0/0/10

RGB: 229/229/229

HEX: #E5E5E5

75% BLACK

CMYK: 0/0/0/75

RGB: 63/63/63

HEX: #3F3F3F

BLACK

CMYK: 0/0/0/100

RGB: 0/0/0

HEX: #000000