COLOUR PALETTE WOMEN IN FARMING

PRIMARY

CMYK	C8, M5, Y66, K0
RGB	R238, G225, B119
HSL	(53.9,76.6%,69.8%)
HEX	#ede177

CMYK	C53, M10, Y35, K13
RGB	R109, G165, B155
HSL	(170.4,23.5%,53.3%)
HEX	#6CA49B

SECONDARY

CMYK	C31, M4, Y24, K0
RGB	R177, G212, B199
HSL	(156.7,29.5%,76.1%)
HEX	#B0D4C6

CMYK	C74, M8, Y54, K36
RGB	R28, G123, B103
HSL	(167.2,62.7%,29.4%)
HEX	#1C7A66
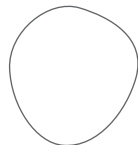
CMYK	C0, M0, Y0, K0
RGB	R255, G255, B255
HSL	(0,0%,100%)
HEX	#FFFFFF

CMYK	C0, M0, Y0, K75
RGB	R99, G100, B102
HSL	(225,2%,39.2%)
HEX	#626366

EXPLANATION

PRINT

CMYK COLOURS
CMYK colour system, also known as process colour or four colour, refers to the four inks used in printing - Cyan, Magenta, Yellow and Key (Black).
CMYK has a smaller colour range than RGB so some bright colours are not achievable. Colours can vary slightly from printer to printer.

PMS COLOURS
PMS stands for Pantone Matching System which is used by printing companies to create the most accurate and consistent colour representation regardless of printer. Often more expensive and with longer turnaround times.

DIGITAL

RGB COLOURS
RGB colour system - Red, Green, Blue, refers to a system for representing the colours to be used on a computer display. If you are setting up a file for on-screen viewing such as social media posts or Powerpoint presentations, use RGB colours.

HEX COLOURS
Hexadecimal (Hex) numbers are used on web pages to set colours. If you are creating a website or e-newsletter, use the hex colour number.

HSL COLOURS
HSL is also a colour system used for website design or digital media such as e-newsletters.
HSL (Hue, Saturation, Lightness) takes three values: Hue is a degree on the color wheel (0 is red, 120 is green, 240 is blue). Numbers in between reflect different shades. Saturation is a percentage value; 100% is the full colour. Lightness is also a percentage; 0% is dark (black), 100% is light (white), and 50% is the average.