WebBeds

Brand Colours

July 2021

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Webjet Red is not a Pantone derivative, please always ensure you are applying the RGB values shown below. There are times when 4 colour process is required, so we have closely matched CMYK and PMS colours - but they should never be your first choice. Please check your suppliers production methods prior to artwork preparation or logo provision.

RGB / Digital Colour - Webjet Red
For all digital logo and brand colour application including POS websites, landing pages, web banners & digital advertising, digital printing, Microsoft Office applications (Word, PowerPoint, Outlook, Excel) email marketing applications etc., please ensure Webjet Red is used (i.e. do not use the RGB values of PMS 485C).

Webjet Red - Digital
RGB: 220 | 20 | 10
Hex: #DC140A

White
RGB: 255 | 255 | 255
CMYK: 00 | 00 | 00 | 00
Hex: #ffffff

Black
RGB: 00 | 00 | 00
CMYK: 00 | 00 | 00 | 100
Hex: #000000

Curve Grey - 20% Black
RGB: 204 | 204 | 204
CMYK: 00 | 00 | 00 | 20
Hex: #CCCCCC

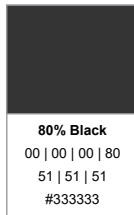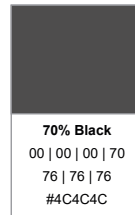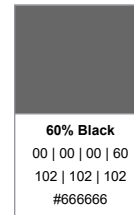**4 Colour / Process - Where Required Only**
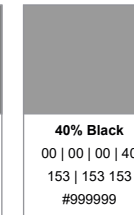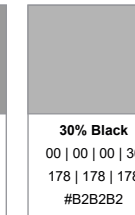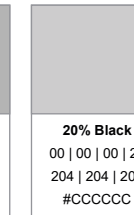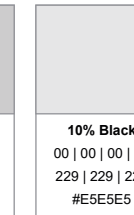Subject to the service provider production methods, where our RGB values can't be used (e.g. offset printing, paint preparation etc.), please use the CMYK colours as the preferred option, and where required use the PMS.
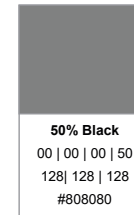
CMYK
07 | 100 | 100 | 00

Pantone
PANTONE: 485C

Desired Result
For red, the aim is always to have an output that emulates the digital colour Webjet Red.

Black Accents - Percentages

90% Black	80% Black	70% Black	60% Black	50% Black	40% Black	30% Black	20% Black	10% Black
00 | 00 | 00 | 90	00 | 00 | 00 | 80	00 | 00 | 00 | 70	00 | 00 | 00 | 60	00 | 00 | 00 | 50	00 | 00 | 00 | 40	00 | 00 | 00 | 30	00 | 00 | 00 | 20	00 | 00 | 00 | 10
25 | 25 | 25	51 | 51 | 51	76 | 76 | 76	102 | 102 | 102	128| 128 | 128	153 | 153 153	178 | 178 | 178	204 | 204 | 204	229 | 229 | 229
#191919	#333333	#4C4C4C	#666666	#808080	#999999	#B2B2B2	#CCCCCC	#E5E5E5

WebBeds UI Pattern Library
For website design, plkease refer to the WebBeds Pattern Library: https://webjet.github.io/webbeds-react-library/

WebBeds

For tactical campaigns we can step outside of use of the WebBeds Red in our curve headers - approved only by marketing. Gradient fill backgrounds can bring life to a layout, acting as the copy stage to compliment hero imagery and help our message pop in cluttered environments.

Gradients

Let's keep gradient use simple. We have some samples prepared below from the colour spectrum, using two colours in a linear gradient set at -45°. You can create a gradient to compliment an image colour tones, ensuring the colours compliment each other.

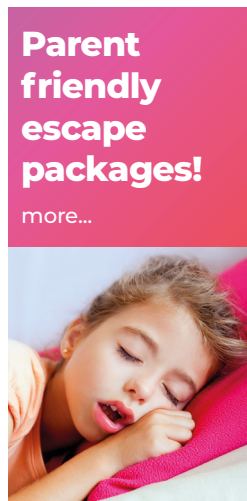| Colour 1	Colour 1	Colour 1	Colour 1	Colour 1	Colour 1	Colour 1	Colour 1
21 | 194 | 200	0 | 178 | 255	81 | 240 | 249	224 | 92 | 189	241 | 67 | 170	255 | 185 | 0	253 | 86 | 0	137 | 194 | 63
#15C2C8	#00B2FF	#51F0F9	#E05CBD	#F143AA	#FFB900	#FD5600	89C23F
Colour 2	Colour 2	Colour 2	Colour 2	Colour 2	Colour 2	Webjet Red	Colour 2
0 | 255 | 102	0 | 255 | 102	39 | 142 | 255	253 | 76 | 86	131 | 74 | 250	253 | 86 | 0	220 | 20 | 10	0 | 104 | 56
#00FF66	#00FF66	#278EFF	#FD4C56	#834AFA	#FD5600	#DC140A	#006838

Sample applications.
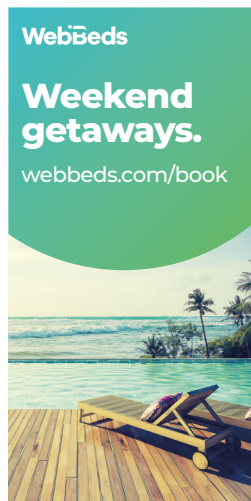
Tower Banner

POS Banner Sample
(no curve)

eDM Header sample

Campaign Banner - Trade Press Ad Sample

WebBeds