

Victorian Government Branding Guidelines 2017
Masterbrand Accessible Colour Palette

PMS/RGB/WEBSAFE/HEX

NAVY

GOV BLUE

CYAN

TEAL

PMS 2765 C
R 32 G 21 B 71
WEBSAFE
330033
HEX
201547

PMS 2945 C
R 0 G 76 B 151*
WEBSAFE
003399
HEX*
004c97

PMS 285 C
R 0 G 114 B 206
WEBSAFE
0066cc
HEX
0072ce

PMS 2193 C
R 0 G 144 B 218
WEBSAFE
0099cc
HEX
0090da

PMS 2995 C
R 0 G 169 B 224
WEBSAFE
0099cc
HEX*
00a9e0

PMS 297 C
R 113 G 197 B 232
WEBSAFE
66ccff
HEX*
71c5e8

PMS 320 C
R 0 G 156 B 166
WEBSAFE
009999
HEX
009ca6

PMS 326 C
R 0 G 178 B 169*
WEBSAFE
009999
HEX*
00b2a9

PMS 318 C
R 136 G 219 B 223
WEBSAFE
99cccc
HEX
88dbdf

*This value has been amended from the Victorian Branding Guidelines (November 2015) Section 2.9, Masterbrand Colour Palette, so that it is a better match to the PMS colour value.

Contrast source: webaim.org

✗ AA
✗ AAA

✗ AA
✗ AAA

✗ AA
✗ AAA

✓ AA
✗ AAA

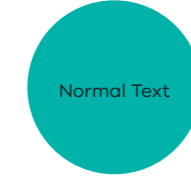
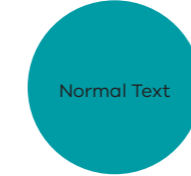
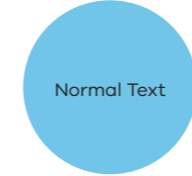
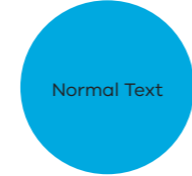
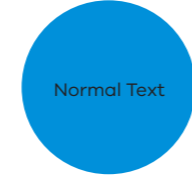
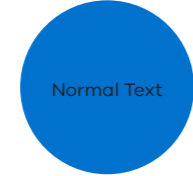
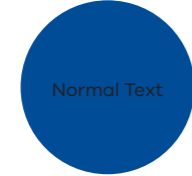
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✓ AAA

✓ AA
✗ AAA

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✓ AA
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✗ AA
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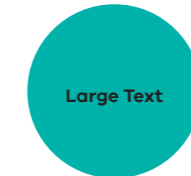
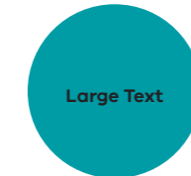
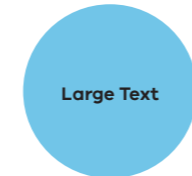
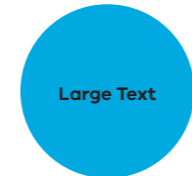
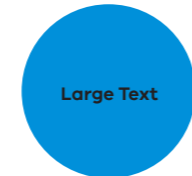
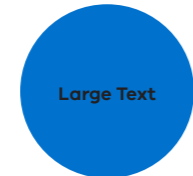
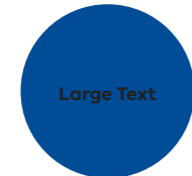
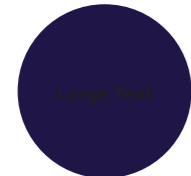
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✗ AA
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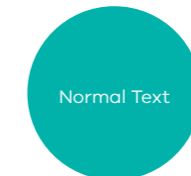
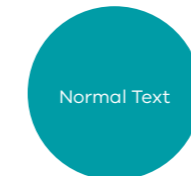
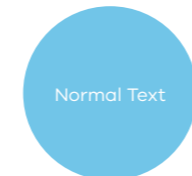
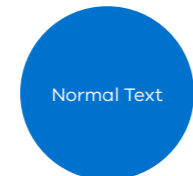
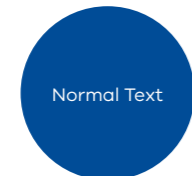
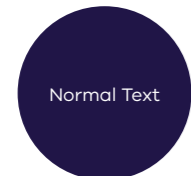
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✓ AAA

✓ AA
✗ AAA

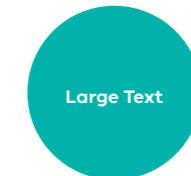
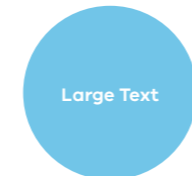
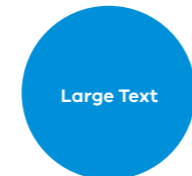
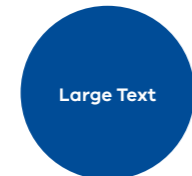
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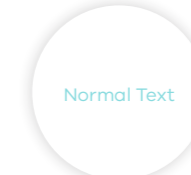
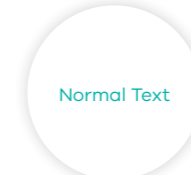
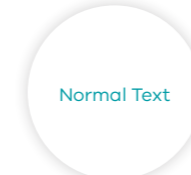
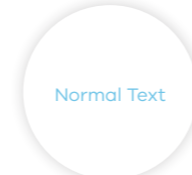
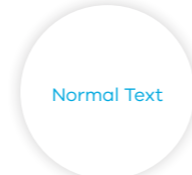
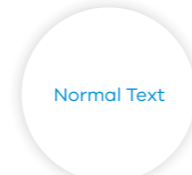
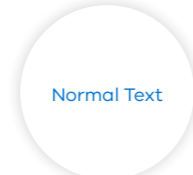
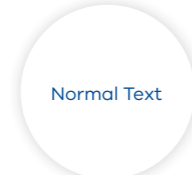
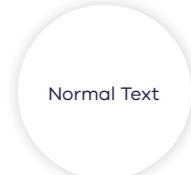
✗ AA
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✓ AA
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✗ AAA

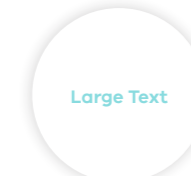
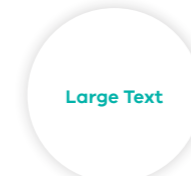
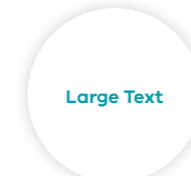
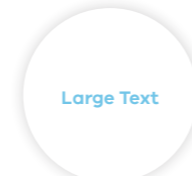
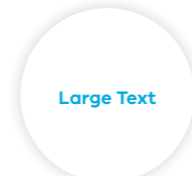
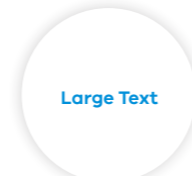
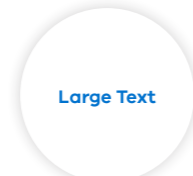
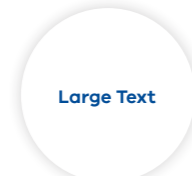
✗ AA
✗ AAA

✗ AA
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✓ AA
✗ AAA

✗ AA
✗ AAA

✗ AA
✗ AAA



Victorian Government Branding Guidelines 2017

Masterbrand Accessible Colour Palette

PMS/RGB/WEBSAFE/HEX

GREEN

PMS 7484 C
R 0 G 87 B 63
WEBSAFE
006633
HEX
00573f

PMS 7726 C
R 0 G 123 B 75
WEBSAFE
006633
HEX
007b4b

PMS 354 C
R 0 G 177 B 64
WEBSAFE
009933
HEX
00b140

<p>✗ AA ✗ AAA</p>	<p>✗ AA ✗ AAA</p>	<p>✓ AA ✓ AAA</p>
<p>✗ AA ✗ AAA</p>	<p>✓ AA ✗ AAA</p>	<p>✓ AA ✓ AAA</p>
<p>✓ AA ✓ AAA</p>	<p>✓ AA ✗ AAA</p>	<p>✗ AA ✗ AAA</p>
<p>✓ AA ✓ AAA</p>	<p>✓ AA ✓ AAA</p>	<p>✗ AA ✗ AAA</p>
<p>✓ AA ✓ AAA</p>	<p>✓ AA ✗ AAA</p>	<p>✗ AA ✗ AAA</p>
<p>✓ AA ✓ AAA</p>	<p>✓ AA ✓ AAA</p>	<p>✗ AA ✗ AAA</p>

LIME

PMS 368 C
R 120 G 190 B 32
WEBSAFE
66cc33
HEX*
78be20

PMS 381 C
R 206 G 220 B 0
WEBSAFE
cccc00
HEX
cedc00

PMS 3945 C
R 243 G 229 B 0
WEBSAFE
ffcc00
HEX
f3e500

<p>✓ AA ✓ AAA</p>	<p>✓ AA ✓ AAA</p>	<p>✓ AA ✓ AAA</p>
<p>✓ AA ✓ AAA</p>	<p>✓ AA ✓ AAA</p>	<p>✓ AA ✓ AAA</p>
<p>✗ AA ✗ AAA</p>	<p>✗ AA ✗ AAA</p>	<p>✗ AA ✗ AAA</p>
<p>✗ AA ✗ AAA</p>	<p>✗ AA ✗ AAA</p>	<p>✗ AA ✗ AAA</p>
<p>✗ AA ✗ AAA</p>	<p>✗ AA ✗ AAA</p>	<p>✗ AA ✗ AAA</p>
<p>✗ AA ✗ AAA</p>	<p>✗ AA ✗ AAA</p>	<p>✗ AA ✗ AAA</p>

DARK GREY

PMS COOL GREY 11 C
R 83 G 86 B 90
WEBSAFE
666666
HEX
53565a

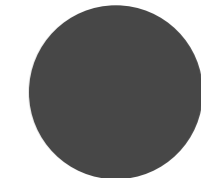
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<p>✓ AA ✓ AAA</p>	<p>50% # 86888b</p>	<p>10% # dcdde</p>
<p>✓ AA ✓ AAA</p>	<p>40% # 97999c</p>	<p>5% # edeeee</p>
<p>✓ AA ✓ AAA</p>	<p>100% Cool Grey 11 + 20% Black # 434549</p>	<p>100% Cool Grey 11 + 30% Black # 3b3d41</p>
<p>✓ AA ✓ AAA</p>	<p>100% Cool Grey 11 + 40% Black # 33363a</p>	<p>90% Black # 404042</p>

*This value has been amended from the Victorian Branding Guidelines (November 2015) Section 2.9, Masterbrand Colour Palette, so that it is a better match to the PMS colour value.

Contrast source: webaim.org

WEB FONT COLOUR

515151



Victorian Government Branding Guidelines 2017
Masterbrand Accessible Colour Palette

PMS/RGB/WEBSAFE/HEX

YELLOW

PMS 7408 C R 246 G 190 B 0 WEBSAFE # ffcc00 HEX # f6be00	PMS 115 C R 253 G 218 B 36 WEBSAFE # ffcc33 HEX # fdda24	PMS 107 C R 251 G 225 B 34 WEBSAFE # ffcc33 HEX # fbe122
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<p>✓ AA ✓ AAA</p> <p>Normal Text</p>	<p>✓ AA ✓ AAA</p> <p>Normal Text</p>	<p>✓ AA ✓ AAA</p> <p>Normal Text</p>
<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✓ AAA</p> <p>Large Text</p>
<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>
<p>✗ AA ✗ AAA</p> <p>Large Text</p>	<p>✗ AA ✗ AAA</p> <p>Large Text</p>	<p>✗ AA ✗ AAA</p> <p>Large Text</p>
<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>
<p>✗ AA ✗ AAA</p> <p>Large Text</p>	<p>✗ AA ✗ AAA</p> <p>Large Text</p>	<p>✗ AA ✗ AAA</p> <p>Large Text</p>

ORANGE

PMS 166 C R 227 G 82 B 5 WEBSAFE # cc6600 HEX # e35205	PMS 152 C R 229 G 114 B 0 WEBSAFE # cc6600 HEX # e57200	PMS 1375 C R 255 G 158 B 27* WEBSAFE # ff9933 HEX* # ff9e1b
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<p>✓ AA ✗ AAA</p> <p>Normal Text</p>	<p>✓ AA ✗ AAA</p> <p>Normal Text</p>	<p>✓ AA ✓ AAA</p> <p>Normal Text</p>
<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✓ AAA</p> <p>Large Text</p>
<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>
<p>✓ AA ✗ AAA</p> <p>Large Text</p>	<p>✓ AA ✗ AAA</p> <p>Large Text</p>	<p>✗ AA ✗ AAA</p> <p>Large Text</p>
<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>
<p>✓ AA ✗ AAA</p> <p>Large Text</p>	<p>✓ AA ✗ AAA</p> <p>Large Text</p>	<p>✗ AA ✗ AAA</p> <p>Large Text</p>

RED

PMS 7623 C R 138 G 42 B 43 WEBSAFE # 993333 HEX # 8a2a2b	PMS 1805 C R 175 G 39 B 47 WEBSAFE # 993333 HEX # af272f	PMS 199 C R 213 G 0 B 50 WEBSAFE # cc0033 HEX # d50032
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<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>
<p>✗ AA ✗ AAA</p> <p>Large Text</p>	<p>✓ AA ✗ AAA</p> <p>Large Text</p>	<p>✓ AA ✗ AAA</p> <p>Large Text</p>
<p>✓ AA ✓ AAA</p> <p>Normal Text</p>	<p>✓ AA ✗ AAA</p> <p>Normal Text</p>	<p>✓ AA ✗ AAA</p> <p>Normal Text</p>
<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✓ AAA</p> <p>Large Text</p>
<p>✓ AA ✓ AAA</p> <p>Normal Text</p>	<p>✓ AA ✗ AAA</p> <p>Normal Text</p>	<p>✓ AA ✗ AAA</p> <p>Normal Text</p>
<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✓ AAA</p> <p>Large Text</p>

*This value has been amended from the Victorian Branding Guidelines (November 2015) Section 2.9, Masterbrand Colour Palette, so that it is a better match to the PMS colour value.
Contrast source: webaim.org

Victorian Government Branding Guidelines 2017
Masterbrand Accessible Colour Palette

PMS/RGB/WEBSAFE/HEX

PURPLE

PMS 2607 C R 80 G 7 B 120 WEBSAFE # 660066 HEX # 500778	PMS 260 C R 100 G 38 B 103 WEBSAFE # 663366 HEX # 642667	PMS 2602 C R 135 G 24 B 157 WEBSAFE # 990099 HEX # 87189d
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<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>
<p>✗ AA ✗ AAA</p> <p>Large Text</p>	<p>✗ AA ✗ AAA</p> <p>Large Text</p>	<p>✗ AA ✗ AAA</p> <p>Large Text</p>
<p>✓ AA ✓ AAA</p> <p>Normal Text</p>	<p>✓ AA ✓ AAA</p> <p>Normal Text</p>	<p>✓ AA ✓ AAA</p> <p>Normal Text</p>
<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✓ AAA</p> <p>Large Text</p>
<p>✓ AA ✓ AAA</p> <p>Normal Text</p>	<p>✓ AA ✓ AAA</p> <p>Normal Text</p>	<p>✓ AA ✓ AAA</p> <p>Normal Text</p>
<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✓ AAA</p> <p>Large Text</p>

PINK

PMS 7635 C R 198 G 54 B 99 WEBSAFE # cc3366 HEX # c63663	PMS 1915 C R 239 G 74 B 129 WEBSAFE # ff3399 HEX # ef4a81	PMS 197 C R 232 G 156 B 174 WEBSAFE # ff9999 HEX # e89cae
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<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✓ AA ✗ AAA</p> <p>Normal Text</p>	<p>✓ AA ✓ AAA</p> <p>Normal Text</p>
<p>✓ AA ✗ AAA</p> <p>Large Text</p>	<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✓ AAA</p> <p>Large Text</p>
<p>✓ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>
<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✗ AAA</p> <p>Large Text</p>	<p>✗ AA ✗ AAA</p> <p>Large Text</p>
<p>✓ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>✗ AA ✗ AAA</p> <p>Normal Text</p>
<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>✓ AA ✗ AAA</p> <p>Large Text</p>	<p>✗ AA ✗ AAA</p> <p>Large Text</p>

LIGHT GREY

PMS COOL GREY 1 C
R 217 G 217 B 214
WEBSAFE
cccccc
HEX
d9d9d6

<p>✓ AA ✓ AAA</p> <p>Normal Text</p>	<p>60% # e8e8e6</p>
<p>✓ AA ✓ AAA</p> <p>Large Text</p>	<p>50% # ebebea</p>
<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>40% # efefee</p>
<p>✗ AA ✗ AAA</p> <p>Large Text</p>	<p>30% # f3f3f2</p>
<p>✗ AA ✗ AAA</p> <p>Normal Text</p>	<p>20% # f7f7f7</p>
<p>✗ AA ✗ AAA</p> <p>Large Text</p>	

*This value has been amended from the Victorian Branding Guidelines (November 2015) Section 2.9, Masterbrand Colour Palette, so that it is a better match to the PMS colour value.
Contrast source: webaim.org