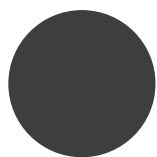


Colour palette – Illustrations

For consistency, **only use the colours in this colour palette**. You can deviate from the palette only if you have an object that must be a specific colour (e.g., an eggplant can only be purple and an orange can only be orange).



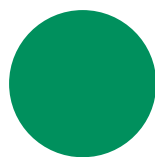
Web 383838
CMYK 0/0/0/90
RGB 56/56/56



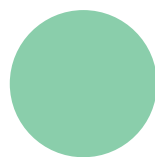
Web E6E7E8
CMYK 0/0/0/10
RGB 230/231/232



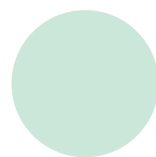
Web F6F6F6
CMYK 0/0/0/5
RGB 246/246/246



Web 00874E
CMYK 100/20/85/0
RGB 0/135/78



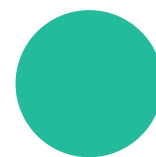
Web 8EC9A9
CMYK 46/2/42/0
RGB 142/201/169



Web CCE7DC
CMYK 20/0/17/0
RGB 204/231/220



Web 20977C
CMYK 80/15/60/2
RGB 32/151/124



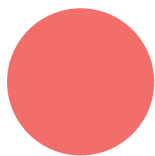
Web 45B398
CMYK 70/0/50/0
RGB 69/179/152



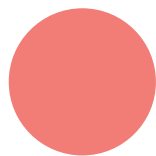
Web 6BC0B5
CMYK 60/0/35/0
RGB 107/192/181



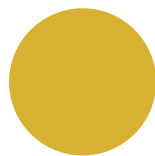
Web E05256
CMYK 6/84/65/1
RGB 224/82/86



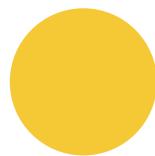
Web EA696A
CMYK 2/74/53/0
RGB 234/105/106



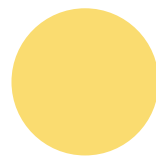
Web EC7B78
CMYK 2/65/46/0
RGB 236/123/120



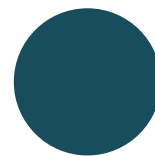
Web DCB433
CMYK 15/26/100/0
RGB 220/180/51



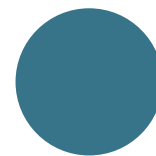
Web F6C93C
CMYK 3/18/94/0
RGB 246/201/60



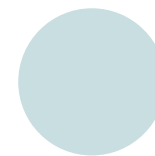
Web FDD74
CMYK 1/10/69/0
RGB 253/221/116



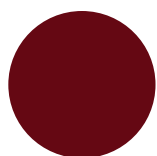
Web 1E4D5D
CMYK 90/60/47/30
RGB 30/77/93



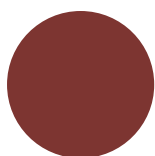
Web 3D758D
CMYK 80/45/33/7
RGB 61/117/139



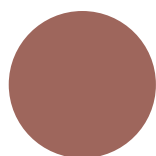
Web D5E4E6
CMYK 16/4/7/0
RGB 213/228/230



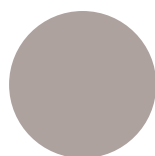
Web 6A1617
CMYK 33/96/94/48
RGB 106/22/23



Web 833831
CMYK 31/83/80/32
RGB 131/56/49



Web A56D61
CMYK 31/60/59/10
RGB 165/109/97



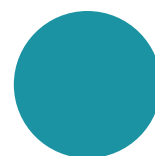
Web B9ABA7
CMYK 28/30/30/0
RGB 185/171/167



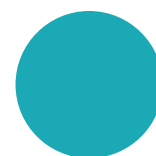
Web ECE1D2
CMYK 7/9/16/0
RGB 236/225/210



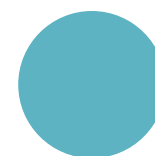
Web F8F3ED
CMYK 2/3/5/0
RGB 248/243/237



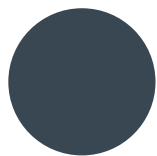
Web 1491A2
CMYK 82/26/32/1
RGB 20/145/162



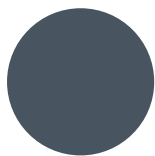
Web 1EA5B4
CMYK 77/14/28/0
RGB 30/165/180



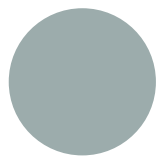
Web 69B4C5
CMYK 58/12/18/0
RGB 105/180/197



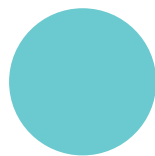
Web 414A55
CMYK 75/62/49/34
RGB 65/74/85



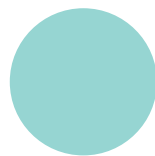
Web 4F5963
CMYK 71/57/47/24
RGB 79/89/99



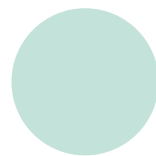
Web A8B3B2
CMYK 36/22/27/0
RGB 168/179/178



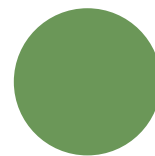
Web 7DC9D1
CMYK 50/2/18/0
RGB 125/201/209



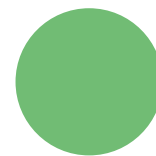
Web A6D7D5
CMYK 35/1/17/0
RGB 166/215/213



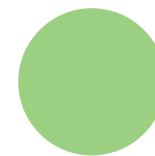
Web D0E6DF
CMYK 18/1/13/0
RGB 208/230/223



Web 719551
CMYK 61/24/89/6
RGB 113/149/81



Web 7CB76D
CMYK 56/6/77/0
RGB 124/183/109



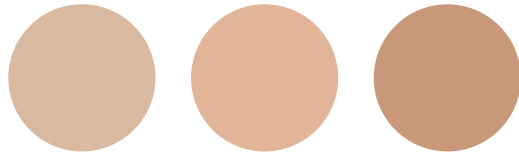
Web A8CC7D
CMYK 38/2/69/0
RGB 168/204/125

Colour palette – Skin colour

For consistency, **only use the colours below** for skin colours.

Reminder

Use character illustrations only if absolutely necessary (for tutorials and specific concepts that cannot be clearly conveyed any other way).



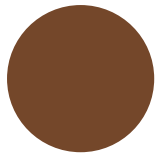
Web E1C2AA
CMYK 13/26/34/2
RGB 225/194/170

Web E8BD9F
CMYK 9/30/38/1
RGB 232/189/159

Web D09E7D
CMYK 17/40/50/5
RGB 208/158/125



Web CDAB61
CMYK 20/30/68/6
RGB 205/171/97



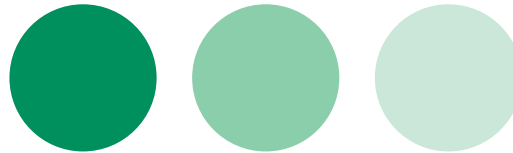
Web 7D4B29
CMYK 34/65/82/41
RGB 125/75/41

Colour palette – Background

For consistency, **only use the colours in this palette** for backgrounds.

Main colours

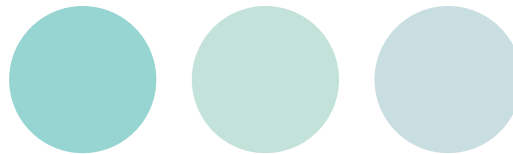
These colours were chosen to complement Desjardins's colours. Choose colours that create a good contrast with the elements in the image (visual system, typography and logo).



Web 00874E
CMYK 100/20/85/0
RGB 0/135/78

Web 8EC9A9
CMYK 46/2/42/0
RGB 142/201/169

Web CCE7DC
CMYK 20/0/17/0
RGB 204/231/220



Web A6D7D5
CMYK 35/1/17/0
RGB 166/215/213

Web D0E6DF
CMYK 18/1/13/0
RGB 208/230/223

Web D5E4E6
CMYK 16/4/7/0
RGB 213/228/230



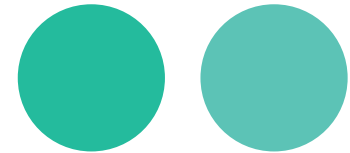
Web 383838
CMYK 0/0/0/90
RGB 56/56/56

Web E6E7E8
CMYK 0/0/0/10
RGB 230/231/232

Web F6F6F6
CMYK 0/0/0/5
RGB 246/246/246

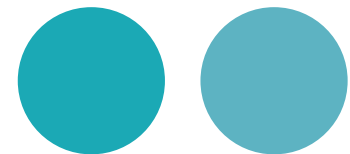
Secondary colours

This colour palette must never be used for the main images of a video or Facebook canvas, **but can be used sparingly** in the rest of the content.



Web 45B398
CMYK 70/0/50/0
RGB 69/179/152

Web 6BC0B5
CMYK 60/0/35/0
RGB 107/192/181



Web 1EA5B4
CMYK 77/14/28/0
RGB 30/165/180

Web 69B4C5
CMYK 58/12/18/0
RGB 105/180/197



Web EC7B78
CMYK 2/65/46/0
RGB 236/123/120

Web FDDD74
CMYK 1/10/69/0
RGB 253/221/116