

time for

Worthing

Colour Palette

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Vibrant & Together

Worthing is a colourful, lively community with a huge amount for residents, visitors and investors to discover and share. As one element of the Brand Essence, 'Vibrant' challenges us to express the energy, creativity and pride in bold, bright confident colours.

Our other Brand Essence word, 'Together' ensures that our activities are inclusive, collaborative and provide a platform for all stakeholders to promote their vision of everything that's great about Worthing and its people. We capture this in a second set of calm, muted colours that provide a consistent backdrop to all our communications and allow the Vibrant colours to sing out.

Research

The colour palette should be recognisably Worthing's own. Drawing on research carried across the borough, we've developed a brand colour palette that reflects and echoes Worthing's unique location and character.

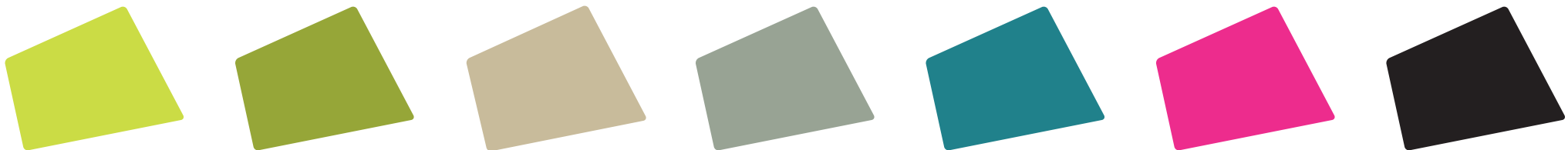
The following colour reference guide is inspired by key places and environments in and around Worthing, different times of day, cultural and community influences and the essence of 'Vibrant' and 'Together'.

Colour

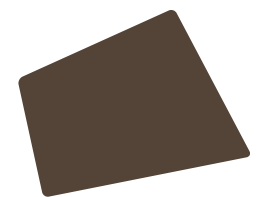
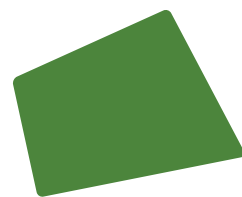
Colour is central to expressing the Worthing brand personality and building a considered, recognisable brand style and tone. With consistency of execution Worthing's brand colour palette will become recognisable and yet still retain a fresh flexibility.

Worthing is full of diversity and opportunity so you're not restricted to a singular brand colour. The brand colour palette is energetic, colourful and representative of the ambition of the people and the place.

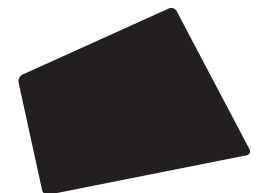
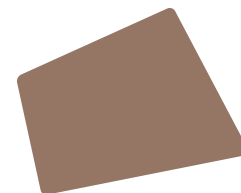
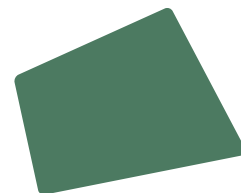
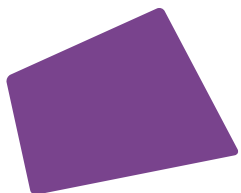
Highdown Gardens



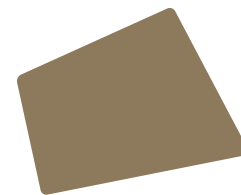
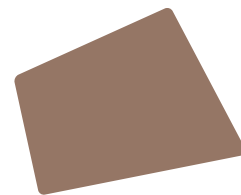
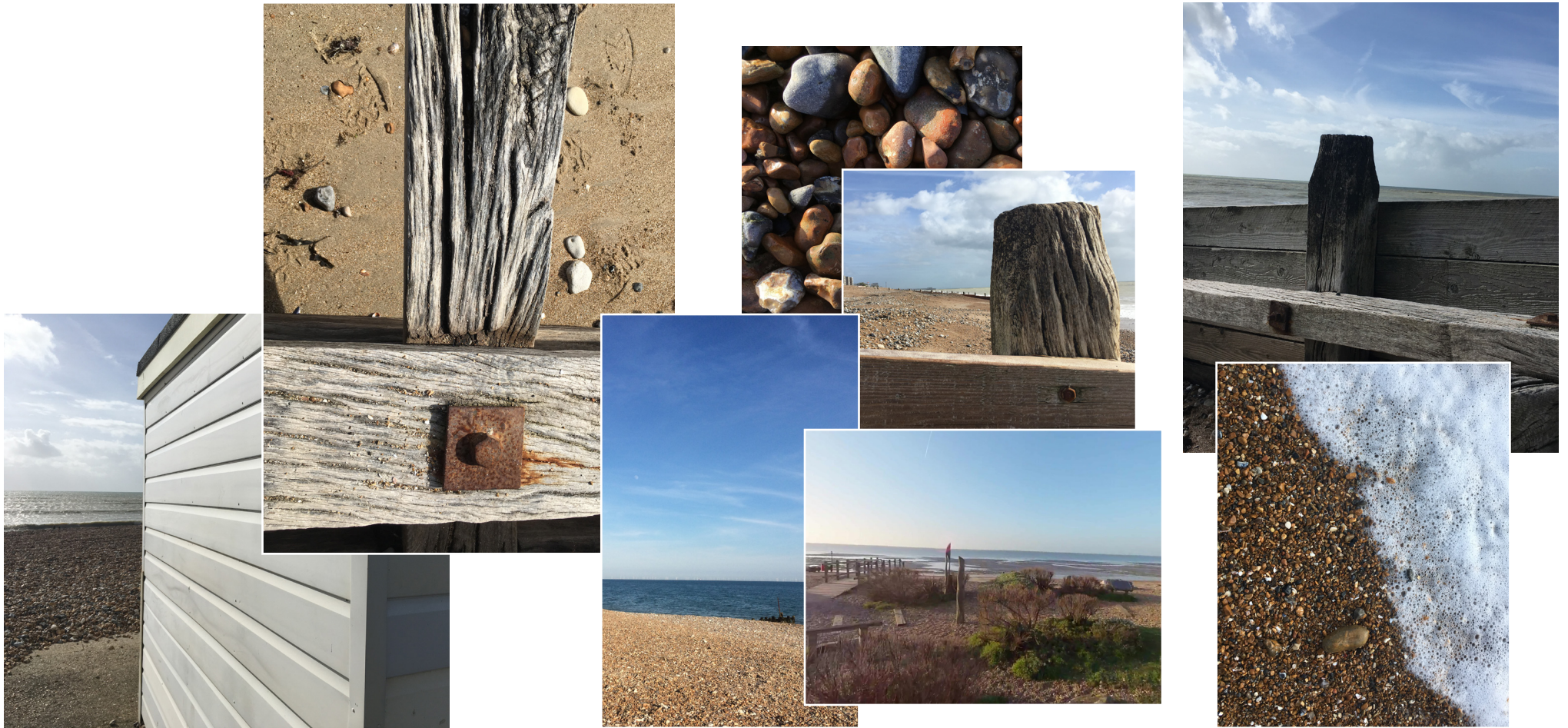
Goring Beach Green



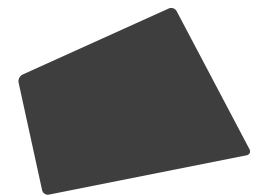
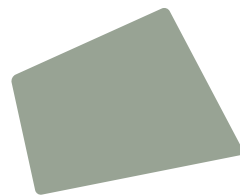
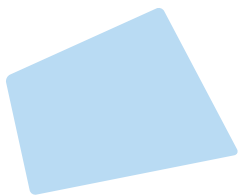
Marine Gardens



Beach



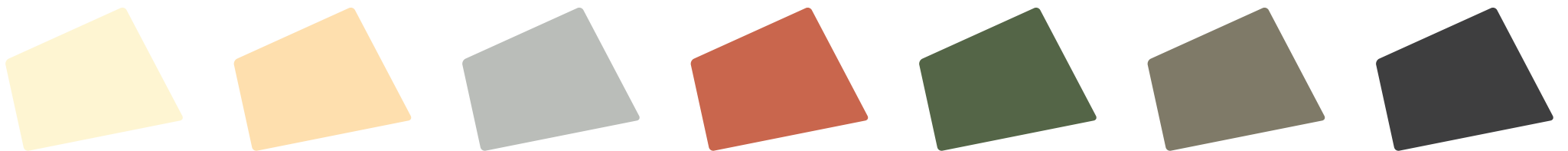
The South Downs



Broadwater



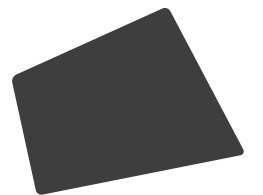
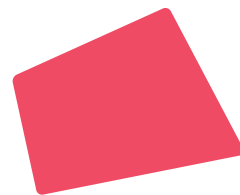
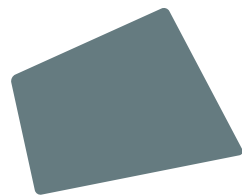
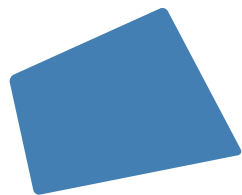
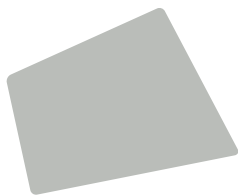
Tarring



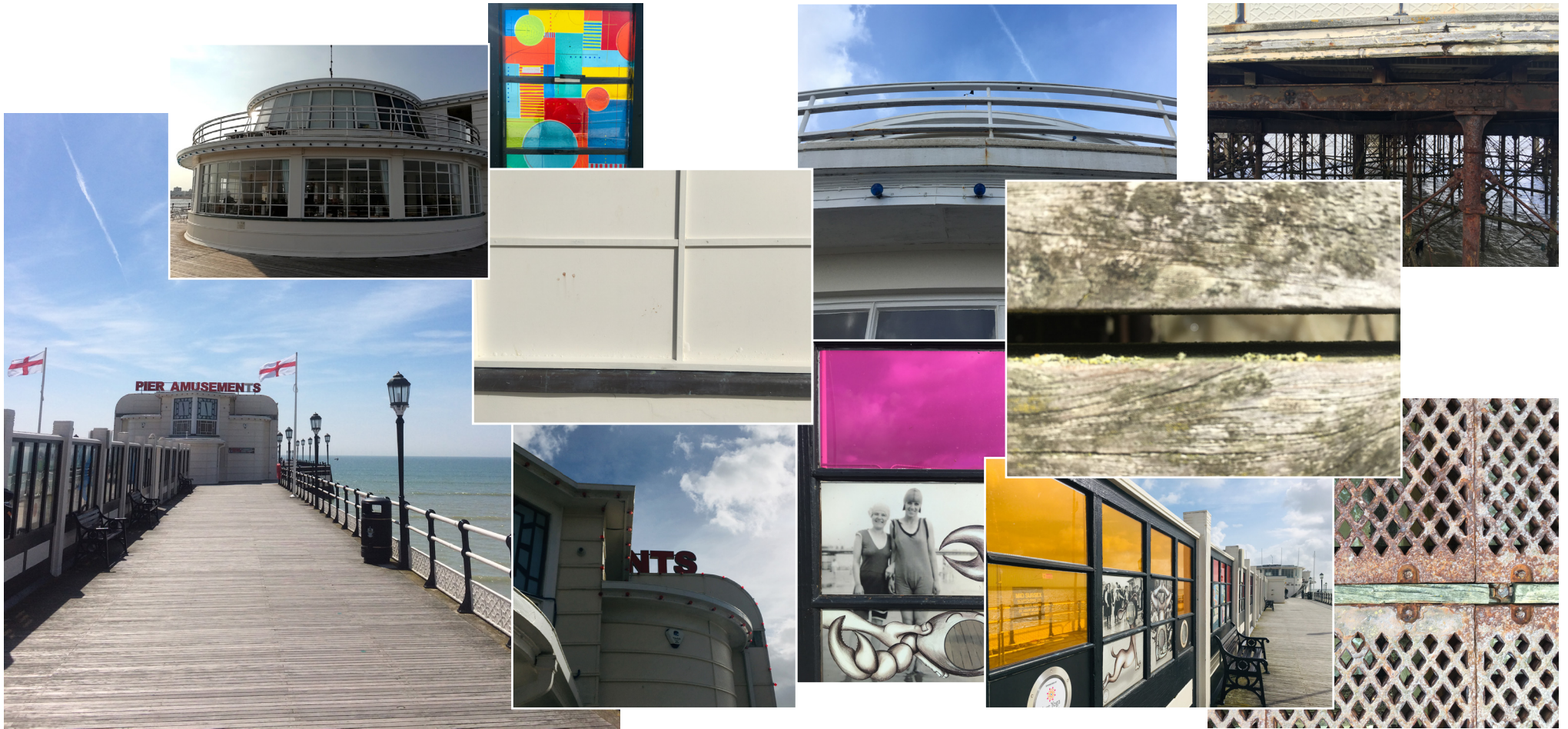
Town Centre



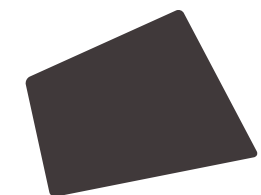
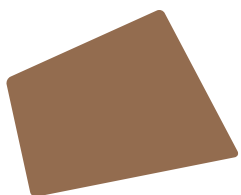
The Promenade



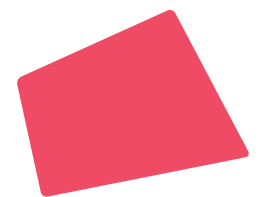
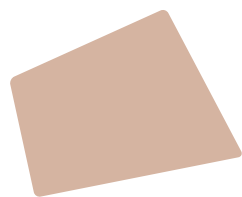
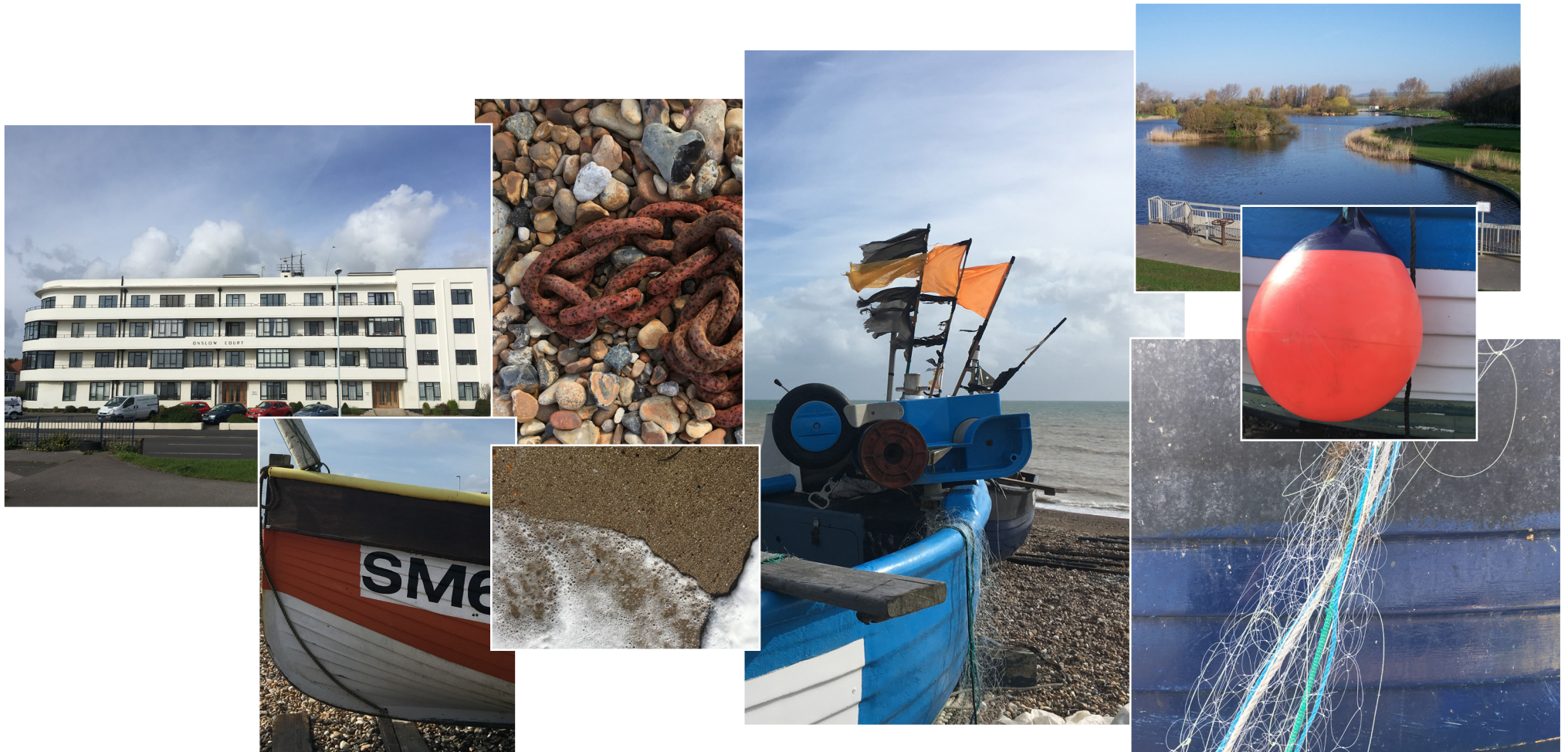
The Pier



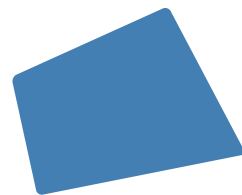
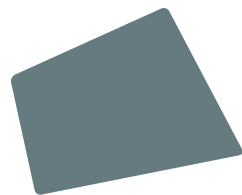
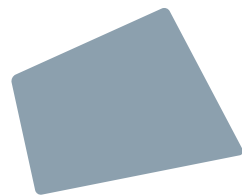
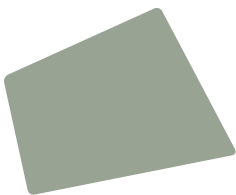
East Beach and Splashpoint



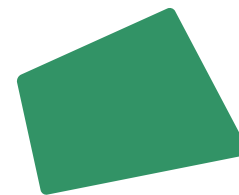
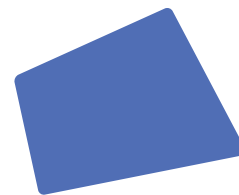
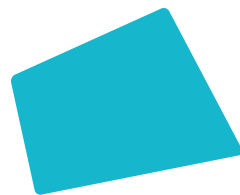
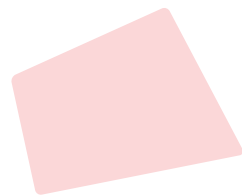
East Worthing Beach



Sea



Night Time



Colour Groupings

Colour Groupings

Highdown Gardens



Goring Beach Green



Marine Gardens



Beach



The South Downs



Broadwater



Tarring



Town Centre



The Promenade



The Pier



East Beach and Splashpoint



East Worthing Beach



Sea



Night Time



Colour Palette

Vibrant Colours



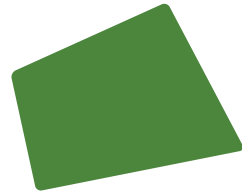
Highdown

CMYK
C: 24 M: 0 Y: 89 K: 0
RGB
R: 213 G: 218 B: 46
HEX
#d5da2e



Cissbury

CMYK
C: 45 M: 20 Y: 100 K: 4
RGB
R: 157 G: 167 B: 31
HEX
#9da71f



Broadwater

CMYK
C: 73 M: 26 Y: 100 K: 12
RGB
R: 78 G: 132 B: 48
HEX
#4e8430



Lido

CMYK
C: 58 M: 7 Y: 0 K: 0
RGB
R: 105 G: 191 B: 236
HEX
#69bfec



Marine

CMYK
C: 73 M: 3 Y: 19 K: 0
RGB
R: 3 G: 178 B: 205
HEX
#03b2cd



Pinter

CMYK
C: 76 M: 44 Y: 11 K: 0
RGB
R: 68 G: 126 B: 179
HEX
#447eb3



Sunshine

CMYK
C: 0 M: 14 Y: 90 K: 0
RGB
R: 255 G: 215 B: 24
HEX
#ffd718



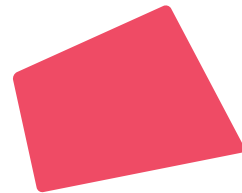
Beach Hut

CMYK
C: 0 M: 47 Y: 93 K: 0
RGB
R: 244 G: 153 B: 26
HEX
#f4991a



Wilde

CMYK
C: 0 M: 92 Y: 6 K: 0
RGB
R: 231 G: 41 B: 130
HEX
#e72982



Steyne

CMYK
C: 0 M: 86 Y: 48 K: 0
RGB
R: 232 G: 63 B: 93
HEX
#e83f5d



Pier

CMYK
C: 0 M: 94 Y: 75 K: 10
RGB
R: 212 G: 37 B: 50
HEX
#d42532



Denton

CMYK
C: 64 M: 88 Y: 11 K: 0
RGB
R: 122 G: 58 B: 133
HEX
#7a3a85

Together Colours



Teville Stream

CMYK
C: 25 M: 5 Y: 0 K: 0

RGB
R: 201 G: 225 B: 246

HEX
#c9e1f6



Brooklands

CMYK
C: 22 M: 0 Y: 10 K: 0

RGB
R: 209 G: 234 B: 235

HEX
#d1eae7



The Gallops

CMYK
C: 38 M: 14 Y: 63 K: 0

RGB
R: 177 G: 190 B: 120

HEX
#b1be78



Montague

CMYK
C: 40 M: 25 Y: 40 K: 5

RGB
R: 163 G: 170 B: 153

HEX
#a3aa99



Waterwise

CMYK
C: 43 M: 38 Y: 52 K: 22

RGB
R: 138 G: 129 B: 109

HEX
#8a816d



Promenade

CMYK
C: 38 M: 15 Y: 18 K: 43

RGB
R: 116 G: 134 B: 139

HEX
#74868b

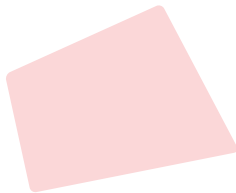


Dome

CMYK
C: 0 M: 3 Y: 20 K: 0

RGB
R: 255 G: 247 B: 217

HEX
#fff7d9



Candyfloss

CMYK
C: 0 M: 18 Y: 8 K: 0

RGB
R: 251 G: 223 B: 225

HEX
#fbdfe1



Beach House

CMYK
C: 10 M: 0 Y: 15 K: 5

RGB
R: 227 G: 235 B: 219

HEX
#e3ebdb



Tarring

CMYK
C: 20 M: 20 Y: 40 K: 3

RGB
R: 209 G: 195 B: 160

HEX
#d1c3a0



Heene

CMYK
C: 5 M: 25 Y: 70 K: 10

RGB
R: 225 G: 182 B: 90

HEX
#e1b65a



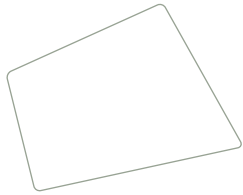
Offington

CMYK
C: 81 M: 29 Y: 38 K: 12

RGB
R: 27 G: 128 B: 141

HEX
#1b808d

Brand Colours



Chalk

CMYK

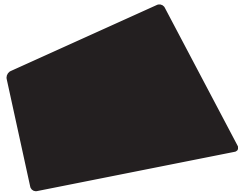
C: 0 M: 0 Y: 0 K: 0

RGB

R: 255 G: 255 B: 255

HEX

#ffffff



Lamp Post

CMYK

C: 0 M: 0 Y: 0 K: 100

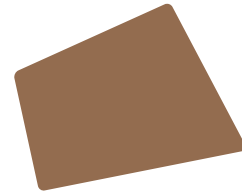
RGB

R: 29 G: 29 B: 27

HEX

#1d1d1b

Metallic Colours



Splashpoint

Metallic Spot Colour

Pantone® 875c



Mackerel

Metallic Spot Colour

Pantone® 8240c



Visual Language - Colour Palette