NOE colour palette

Neutrals for structure, one orange scale for the brand, and green / red / amber for feedback only.

Neutrals — black to white

	Name	HEX	RGB	CMYK (approx)
	Ink	#141414	20, 20, 20	0 / 0 / 0 / 92
	900	#1A1A1A	26, 26, 26	0 / 0 / 0 / 90
	700	#3D3A37	61, 58, 55	0 / 5 / 10 / 76
	500	#6B6763	107, 103, 99	0 / 4 / 7 / 58
	400	#8F8B86	143, 139, 134	0 / 3 / 6 / 44
	300	#BEBAB4	190, 186, 180	0 / 2 / 5 / 25
	200	#E4E1DB	228, 225, 219	0 / 1 / 4 / 11
	100	#F1EFEC	241, 239, 236	0 / 1 / 2 / 5
	White	#FFFFFF	255, 255, 255	0 / 0 / 0 / 0

Orange — the brand scale

	Name	HEX	RGB	CMYK (approx)
	600	#B4470D	180, 71, 13	0 / 61 / 93 / 29
	500 · Base	#E8631F	232, 99, 31	0 / 57 / 87 / 9
	400	#F0854D	240, 133, 77	0 / 45 / 68 / 6
	300	#F6A87E	246, 168, 126	0 / 32 / 49 / 4
	200	#FACCB0	250, 204, 176	0 / 18 / 30 / 2
	100	#FDE4D5	253, 228, 213	0 / 10 / 16 / 1
	50 · Wash	#FDF3EC	253, 243, 236	0 / 4 / 7 / 1

Semantic — feedback only

	Name	HEX	Use for
	Positive	#2E7D46	In stock, success, saved
	Negative	#C6362F	Errors, out of stock, delete
	Warning	#B8791A	Low stock, needs attention

Print reference: ask your printer to match the orange from a physical proof. The CMYK values above are a screen conversion and are a starting point only — a Pantone reference should be confirmed once you have seen a proof.