



Palette Sheet

Primary



Supporting



Branding



Branding

The branding swatches are to be used only with brand-sensitive artwork.

These colours are part of Ubuntu's signature and therefore are to be used with serious regard for the Ubuntu image. Each misuse damages the Ubuntu brand

Primary

The Primary palette is to be used for Ubuntu icons and supporting artwork such as clipart.

This is a balanced palette that boasts familiar colours and bright composition.

The GNOME palette is noticeably bleak and dated however this palette will not appear out of place along-side legacy GNOME artwork because it adopts the accent colours from the GNOME2 HIG palette.

Supporting

Supporting colours help drive the theme while also contrasting well with colours in the primary palette.

These colours can be used liberally to suit the message of the medium. Supporting colours can be shifted in brightness but not saturation or hue