Colour guidelines
Sustainable Shipping Initiative

Version 1 , August 6, 2020

SSI
Sustainable
Shipping Initiative

Colour

The navy colour from the original SSI origins has been carried through as the primary colour. This has the benefit of evolving brand awareness and recognisability amongst existing audiences.

To offset the SSI Navy colour, two brighter ocean-inspired colours can be found within the palette—namely SSI Lagoon and SSI Aqua Blue—both of which embody positivity, and reflect SSI members' sustainability ambitions.

Primary palette

The ratios shown here are approximate to the usage of the palette—leading with SSI Navy.

The tints of SSI Navy are derived from the 'tints' created in the various opacity/transparency settings of the logo: 60%, 30% and 10%.

SSI Warm Grey 1

CMYK
12/11/12/0

RGB
229/224/222

HEX
#e5e0de

Pantone
Warm Grey 1C

SSI Navy

CMYK
100/85/5/35

RGB
22/33/89

HEX
#162159

Pantone
281C

SSI Lagoon

CMYK
63/0/29/0

RGB
85/191/192

HEX
#55bfc0

Pantone
326C

SSI Aqua Blue

CMYK
50/0/7/0

RGB
129/215/240

HEX
#81d7f0

Pantone
305C

White

CMYK
0/0/0/0

RGB
R255 G255 B255

HEX
#ffffff

Pantone
–

SSI Warm Grey 2

CMYK
7/6/7/0

RGB
241/239/238

HEX
#f1efee

Pantone
Warm Grey 1C
(50% of)

60% SSI Navy

CMYK
61/49/22/6

RGB
115/121/155

HEX
#73799b

Pantone
281C (60% of)

30% SSI Navy

CMYK
32/24/13/1

RGB
185/188/205

HEX
#b9bccd

Pantone
281C (30% of)

10% SSI Navy

CMYK
11/7/5/0

RGB
R22 G33 B89

HEX
#162159

Pantone
281C (10% of)

Secondary palette

A secondary palette is available primarily for use in charts.

SSI Olive

CMYK
35/23/58/6

RGB
174/172/121

HEX
#aeac79

SSI Royal Blue

CMYK
83/58/0/0

RGB
47/103/193

HEX
#2f67c1

COLOUR FOR
HYPERLINKS

SSI Orange

CMYK
0/50/54/0

RGB
255/155/114

HEX
#ff9b72

SSI Plum

CMYK
51/83/37/35

RGB
109/52/82

HEX
#6d3452

COLOUR FOR
VISITED HYPERLINKS
(80% SSI PLUM)

SSI Pink

CMYK
10/55/16/0

RGB
225/142/169

HEX
#e18ea9

SSI Grey 1

CMYK
0/0/0/70

RGB
111/111/111

HEX
#6f6f6f

COLOUR FOR
CHART TEXT

80% SSI Plum

CMYK
45/66/33/18

RGB
138/92/116

HEX
#8a5c74

SSI Grey 2

CMYK
0/0/0/50

RGB
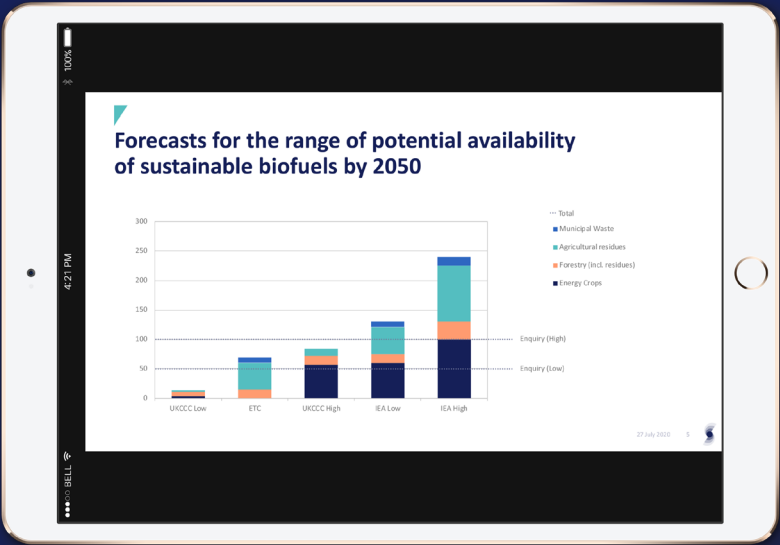157/156/156

HEX
#9d9c9c

Chart usage

- When assigning colour in charts, aim for maximum contrast and avoid juxtaposing colours of similar tones
- For chart annotation text on the axes, use SSI Grey 1
- For the lighter chart lines and axes, use SSI Grey 2

Forecasts for the range of potential availability of sustainable biofuels by 2050