

# Colour

**first edition – May 2008**

## Colour Palette

The core colour palette is shown opposite (middle row). It should be used on all our communications.

A set of tonally darker and lighter colours have been developed in order to support the five core colours. These 10 supporting colours are designed to work with the core colours, in various combinations. They should be used to add depth and variety.

There is no set colour for departments or areas of the University. Any of the fifteen colours within the palette may be used for any communication. Attention should be given to the use of appropriate colours. Minimal colour usage is often the most effective.

Please see pages 31–33 for example applications.

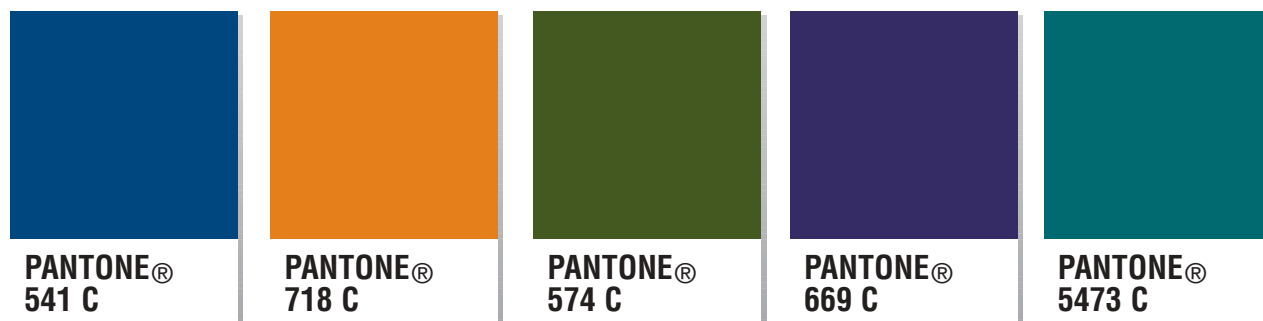


lighter palette

Cambridge Blue



core palette



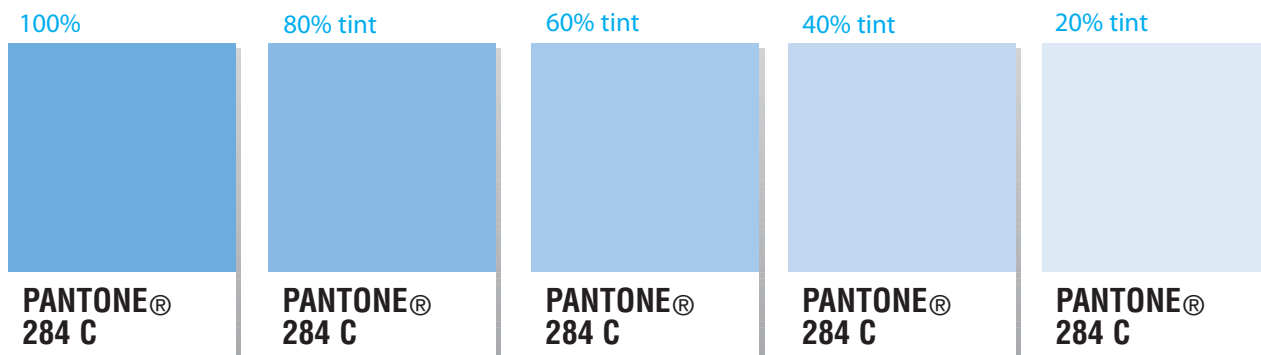
darker palette

## Colour Palette – Accessibility

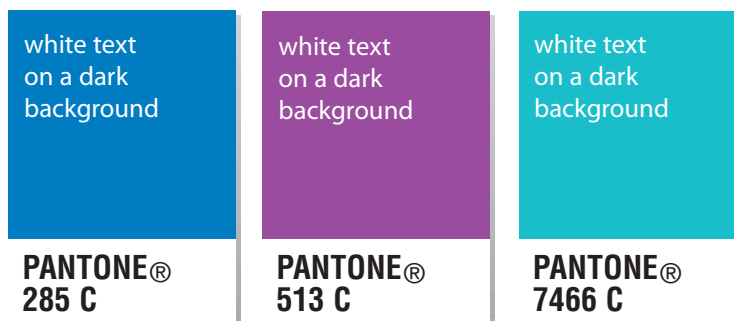
### Accessibility

When choosing colour it is important to consider the best options from the palette that will project the information clearly, effectively and complement any chosen images. There must always be good contrast between text and the background colour. Dark colours on a white or very pale background are the most legible. White type should only be used on a very dark background – for example Pantone 541, 574, 699 and 5473. Colours such as Pantone 285, 513 and 746 are suitable background colours for small quantities of text, such as headings, charts and diagrams or small blocks of text that you wish to highlight.

All colours on the previous page are shown at values of 100%. To achieve paler tones, it is also possible to use any of the colours at lower percentages as illustrated here in the tints of Pantone 284.



tints of colour from lighter palette



core palette



darker palette

## Colour

# RGB and websafe references

The RGB and web safe references for the colour palette are:

Professional printing	Desktop printing	Web
Pantone 284	R.106 G.173 B.228	6699ff
Pantone 142	R.239 G.189 B.71	ffcc33
Pantone 583	R.168 G.180 B.0	99cc00
Pantone 5215	R.181 G.147 B.155	cc9999
Pantone 557	R.163 G.193 B.173	99cccc

Pantone 285	R.0 G.115 B.207	0066cc
Pantone 158	R.227 G.114 B.34	ff6600
Pantone 369	R.88 G.166 B.24	669900
Pantone 513	R.142 G.37 B.141	993399
Pantone 7466	R.0 G.179 B.190	00cccc

Pantone 541	R.0 G.62 B.114	003366
Pantone 718	R.200 G.78 B.0	cc6600
Pantone 574	R.67 G.81 B.37	336633
Pantone 669	R.65 G.45 B.93	333366
Pantone 5473	R.21 G.101 B.112	006666



lighter palette

Cambridge Blue



core palette



darker palette

## Colour

# Working with the palette

The palette of 15 colours has been designed to work independently or together in various combinations.

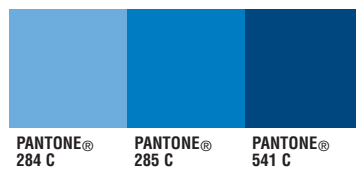
Each core colour has a corresponding lighter and darker colour. The lighter palette works well as a background, highlight or graphic. The darker palette is the most suitable for type. They can be used as individual colour sets ie just the blue palette or the colour sets can be effectively combined. For example, the blue set works visually with the orange/yellow set.

There is no preordained colour for departments or areas within the University. When choosing colour please consider the most appropriate options from the palette that will project the information clearly, effectively and complement your chosen images.

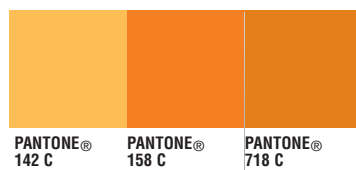
When designing suites of literature you may want to choose a consistent colour combined with a selection of alternative highlight colours to code the individual publications and create a family feel.

Minimal colour usage is often the most graphically effective. Undisciplined colour usage and tonally inappropriate combinations will dilute the impact of our identity. Therefore you should only use colours from our palette. Some suggested colour combinations are shown opposite.

There must always be good contrast between text and the background colour. Dark type on a white or very pale background are the most visually accessible. White type should only be used on a very dark background. (See page 18).



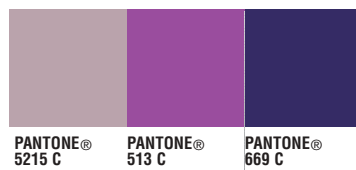
blue palette



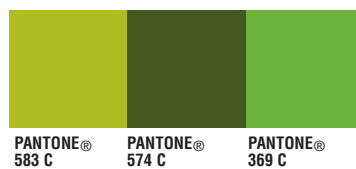
orange/yellow palette



teal palette



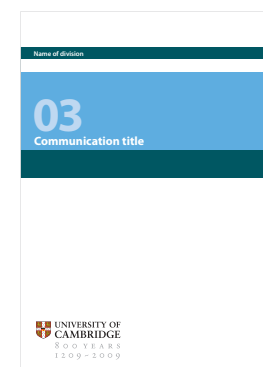
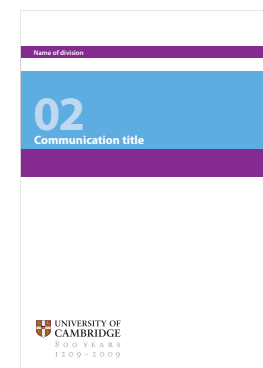
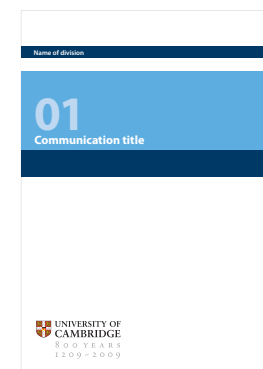
purple palette



green palette



colour combinations



suite of literature