GRADIENT COLOURS

In line with our vibrant look and feel, the colours represent our presence as a University of the Tropics across our tri-city location, both in Australia and Singapore. They reflect the colours of our natural environment. Our identity features gradient colours – Gradient Blue, Gradient Orange, Gradient Green and Gradient Red. The colours are a smooth gradient which transition from the 'Vibrant' to 'Dark' colours specified, and can be used with a diagonal gradient. These colours feature prominently in our communications, as part of the graphic language.

FLAT COLOURS

For small areas of colour, headings, subheadings and pull-out text, flat colours can be used. For consistency, only the four specified colours (Vibrant, Bright, Mid and Dark) from each gradient should be used.

SUPPORTING COLOUR

The supporting colour is available to help arrange and disseminate information. This colour may be used for applications such as internal pages of a course brochure or prospectus, for example to hold text or tables.

WHITE SPACE

The use of white space is an important ingredient to maintain integrity and professionalism.

BODYCOPY

Publications: 80% black should be predominantly used for all body copy. As an exception, all copy in press advertising should be 100% black.

TRANSPARENCY

When used in conjunction with an image, we use transparent gradients or flat colour to allow the image to interact with colour. Transparent versions of the colour palette have been created to add modernity to layout compositions. The opacity of these colours is 80%.

PRIMARY COLOUR PALETTE

Gradient Blue

Vibrant Blue:
C60 M0 Y10 K0
R0 G190 B228
WEB 00CCCC
PMS 306U*

Bright Blue:
C100 M0 Y0 K0
R0 G174 B239
WEB 0099FF
PMS Process Cyan*

Mid Blue:
C100 M50 Y0 K0
R0 G102 B179
WEB 0066CC
PMS 2935U*

Dark Blue:
C100 M80 Y0 K0
R46 G49 B146
WEB 333399
PMS 072U*

Gradient Orange

Vibrant Orange:
C0 M10 Y100 K0
R255 G221 B0
WEB FFCC66
PMS 108U*

Bright Orange:
C0 M30 Y100 K0
R253 G185 B19
WEB FFCC00
PMS 130U*

Mid Orange:
C0 M45 Y100 K0
R247 G147 B30
WEB FF9933
PMS 158U*

Dark Orange:
C0 M80 Y80 K0
R233 G79 B53
WEB FF3333
PMS 179U*

Gradient Green

Vibrant Green:
C20 M0 Y90 K0
R214 G224 B64
WEB CCCC33
PMS 396U*

Bright Green:
C40 M0 Y100 K0
R140 G198 B63
WEB 99CC33
PMS 376U*

Mid Green:
C80 M0 Y100 K0
R13 G177 B75
WEB 009933
PMS 354U*

Dark Green:
C100 M0 Y100 K0
R0 G166 B81
WEB 009966
PMS 355U*

Gradient Red

Vibrant Red:
C0 M100 Y0 K0
R236 G0 B140
WEB FF0099
PMS 226U*

Bright Red:
C0 M100 Y60 K0
R237 G20 B91
WEB FF0066
PMS 206U*

Mid Red:
C0 M100 Y100 K0
R227 G31 B38
WEB CC3333
PMS 1797U*

Dark Red:
C15 M100 Y100 K30
R157 G22 B25
WEB 990000
PMS 1807U*

SUPPORTING COLOUR

Opacity 100%

Opacity 60%

Opacity 30%

Stone:
C0 M0 Y15 K15
R222 G219 B195
WEB CCCC99
PMS453C

The supporting colour should be used to help arrange and disseminate information in tables and graphs.

80% Black

White

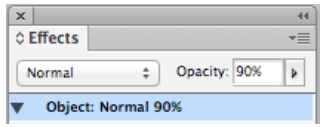
Publications:
All body copy should be 80% black.

Press advertisements:
All copy should be 100% black.

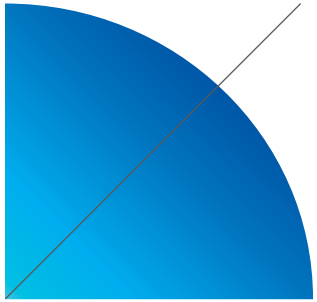
* CMYK can be used for all print applications. Pantone chips should be used when the printing method requires, for example, screen printing or embroidery.

TRANSPARENCIES

Achieving the transparent colour
The strength of opacity should be 90%, with the blend mode set to normal to achieve the best legibility and contrast.



The dialog box above indicates the opacity level to be used.

GRADIENT

Gradient direction
The gradient should be directional - wherever possible it should be on the diagonal axis.