

12: TWU Colour



TWU PRIMARY PALETTE

PMS 281	white	PMS 117
C 100 M 72 Y 0 K 32	C 0 M 0 Y 0 K 0	C 0 M 18 Y 100 K 15
R 100 G 72 B 0	R 222 G 180 B 8	R 222 G 180 B 8
HTML #25408F	HTML #FFFFFF	HTML #DEB408

TWU SUPPLEMENTARY PALETTE

black	PMS 8003 (metallic*)
C 100 M 100 Y 100 K 100	
R 0 G 0 B 0	
HTML #000000	

TWU Colours

MEANING

Blue conveys confidence and is associated with intelligence, stability, and unity. Blue, white and gold that appear in the British Columbian flag, represent TWU's geographical location between the Pacific Ocean and the Rocky Mountains in the wavy blue and silver bars and the setting sun.

PRIMARY PALETTE

TWU's official colours are blue, white and gold with blue being the primary colour for the TWU logo in all its variations and gold being reserved *only* for detailing. Inconsistent reproduction of colours can result in a diminished recognition of "TWU blue" as signifying the institution. Using a single, distinctive shade will, over time, make TWU's visual identity memorable, reduce production and cost limitations, reduce readability issues and help the graphic and lettering work as a cohesive logo unit.



SUPPLEMENTARY PALETTE





Black and metallic platinum are included as supplementary options. Black is to be used when printing options are limited. Metallic platinum (PMS 8003)* is reserved for official and formal applications, for projects including the TWU crest (p. 31) and for pieces representing the President's Office (p. 63)

The numerical colour values for both print and digital media are listed here.

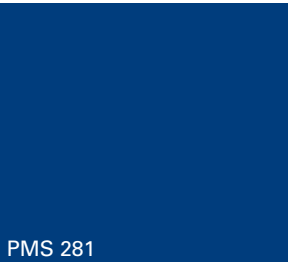

**Metallic ink is not an option in digital printing.*





BRIGHT PALETTE

	
PMS 281	PMS 117
	white
C 100 M 72 Y 0 K 32	
R 100 G 72 B 0	
HTML #25408F	

			
PMS 369	PMS 7459	PMS 7497	PMS 7472
C 59 M 0 Y 100 K 7		C 57 M 0 Y 6 K 13	
R 109 G 179 B 63		C 40 M 30 Y 70 K 25	
HTML #6DB33F		R 80 G 179 B 207	
HTML #50B3CF		HTML #818054	
HTML #6DB33F		HTML #74CBC8	

MUTED PALETTE

	
PMS 281	PMS 117
	white
C 100 M 72 Y 0 K 32	
R 100 G 72 B 0	
HTML #25408F	

			
PMS 7496	PMS 644	PMS 462	PMS 429
C 40 M 0 Y 100 K 38		C 42 M 15 Y 0 K 6	
R 109 G 141 B 36		C 50 M 58 Y 100 K 45	
HTML #6A8012		R 135 G 178 B 216	
HTML #92B1CD		HTML #59452A	
HTML #6A8012		HTML #A5ACB0	

TWU Secondary Colours

SECONDARY PALETTES

Both bright and muted palettes have been created to accent and complement TWU's official colours.

The numerical colour values for both print and digital media are listed here.