

Colour palette

**Red
represents
impact**

**Purple
represents
empathy**

A supporting
palette of
neutrals

Colour palette Specifications

CMYK and RGB are the preferred reproduction methods and should be used for all full colour printing (CMYK) and screen viewing (RGB) applications. Spot colour (Pantone) should be used where full colour printing is not available e.g. screen printing and one colour printing.

In all methods of reproduction, colour must be matched to these Pantone® references. The CMYK breakdowns must match to the Pantone Plus Series® Colour Bridge® system.



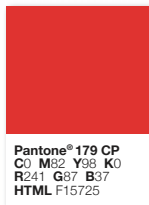
Colour palette Faculty specifications

Faculty colours are reserved for use in ceremonial communications and indexing systems of core communications.

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Faculty of
Health Sciences



Faculty of
Education and Arts



Faculty of
Law and Business



Faculty of
Theology and Philosophy



Colour palette Usage principles

Embodying our brand essence of Impact through Empathy, Red and Purple are our hero colours.

PROPORTIONATE USE OF RED AND PURPLE

Where possible Red and Purple should be used proportionately in the two perspectives shapes to underscore the equal importance of both aspects of the brand essence.

WHERE PURPLE COMES TO THE FORE

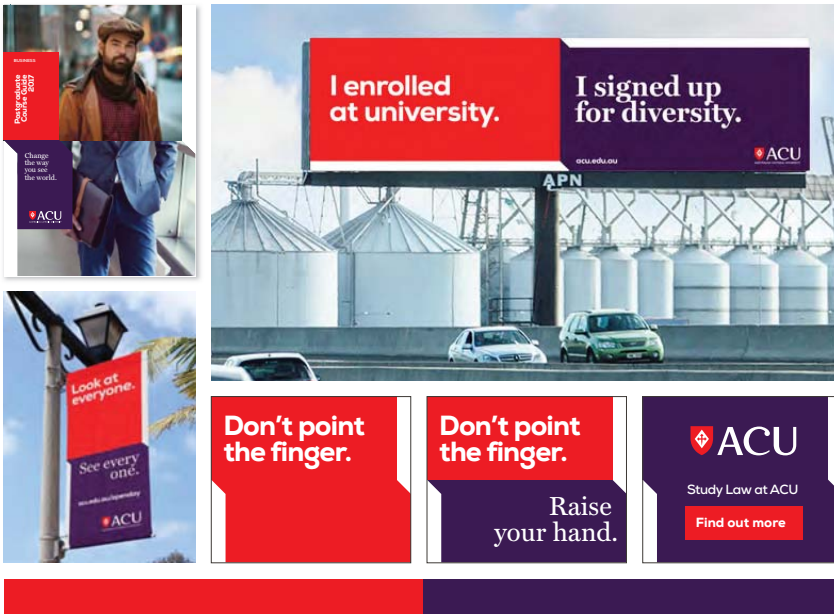
While proportionate use of colour is desirable, where one colour must

lead, Purple comes to the fore. Purple allows us to house the brandmark in colour and hold body copy legibly. Red is then used as an active colour in headlines, buttons, CTAs and the brandmark.

NEUTRALS

A charcoal, mid grey and light warm gray are used as neutral supporting colours in text heavy applications.

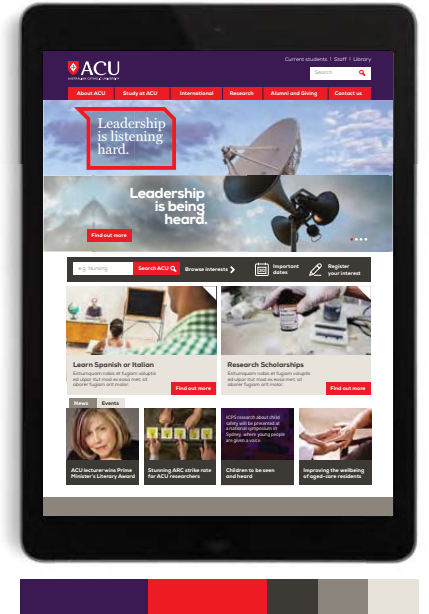
PROPORTIONATE USE OF RED AND PURPLE



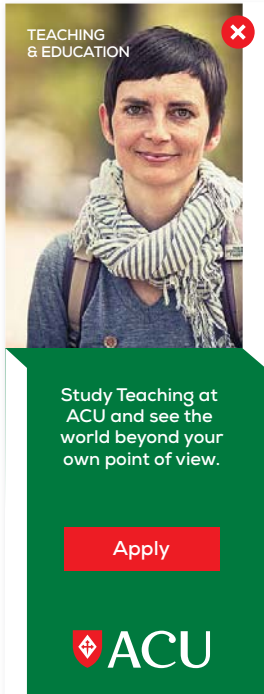
WHERE PURPLE COMES TO THE FORE



NEUTRALS



Colour palette Incorrect use



Faculty colours are reserved for use in ceremonial communications and indexing systems of core communications.



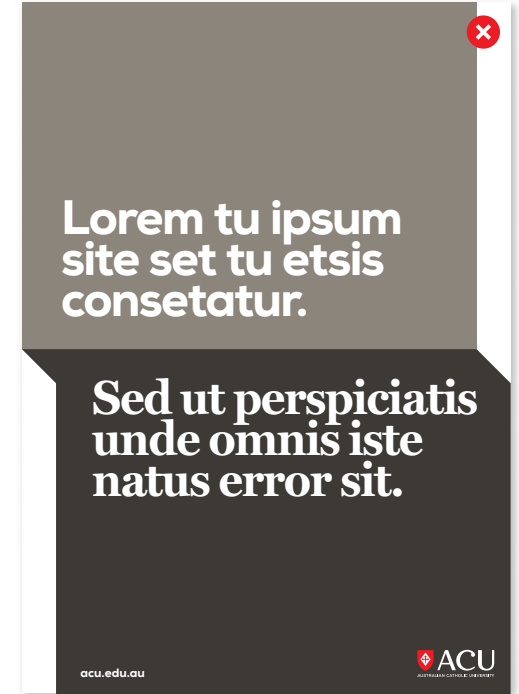
Where one colour must lead, Purple should come to the fore.



Neutrals should not be used with equal prominence to Red or Purple.



Body copy should not be reversed out of Red.



Neutrals should not be used to replace Red or Purple.