

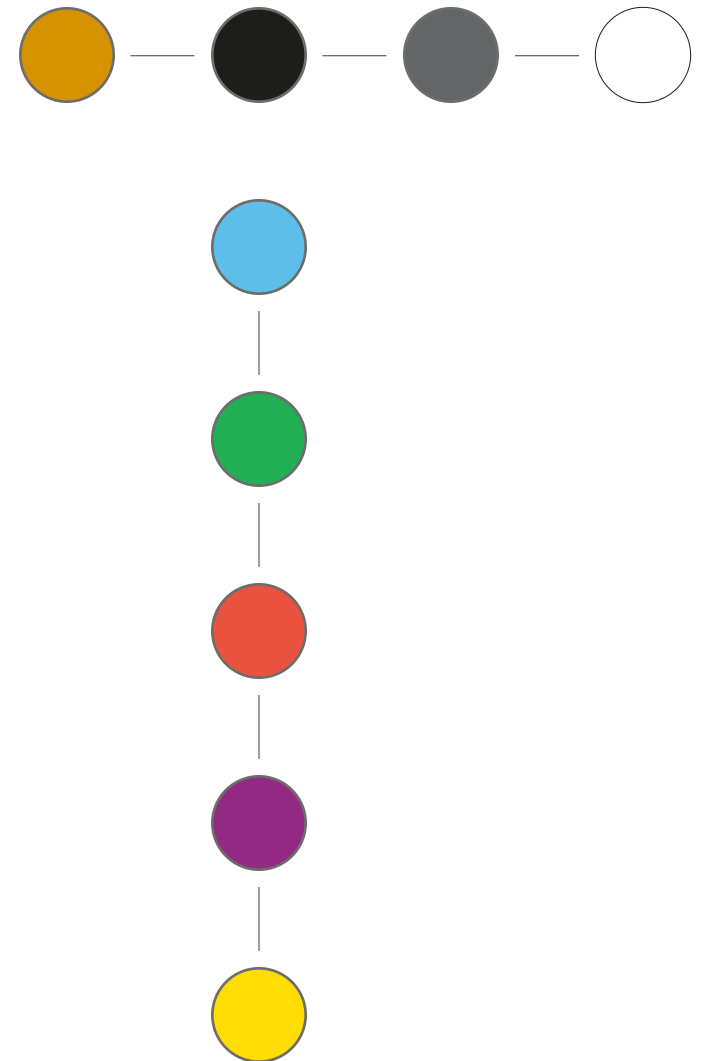
# 6.0 COLOUR

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# Dalhousie's colours

Ask a student or grad what Dal's colours are, and they'll tell you in a heartbeat: black and gold. The strength of that connection tells you something about the **ability of colour to contribute to a strong visual brand identity.**

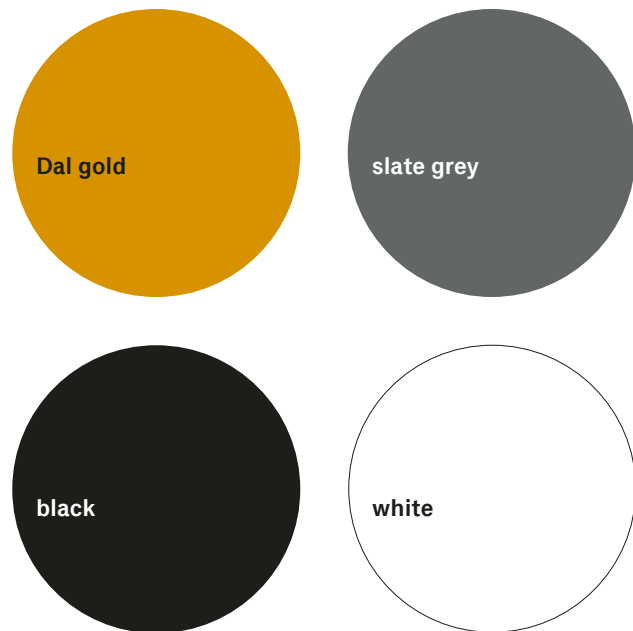
But black and gold aren't the only colours available for designers of Dalhousie materials. The **core brand colours** include white and slate grey along with black and gold. As well, we have a palette of **supporting colours** that align with our brand attributes. **They are fresh and bold. Their clarity and energy is impactful and invigorating.**



## 6.0 COLOUR | 6.02 CORE BRAND PALETTE

The core colour palette is a key element of the Dalhousie brand. **Applying the core brand palette consistently is essential to executing our visual brand effectively**, and as a result, the guidelines around the use of the core brand colours are fairly strict.

### CORE BRAND COLOUR PALETTE



Dal gold, slate grey, black and white are the formal Dalhousie school colours and form the basis of the Dalhousie core brand colour palette. The slate grey was added to the palette as part of the brand refresh, and adds modernity and sophistication to the palette, while expanding the range of colour and design options available. For colour breaks, see page 6.03. (Note that there is a supporting palette of colours for collateral design. See details on page 6.05)

#### GENERAL GUIDELINES:

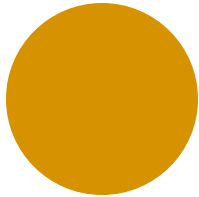
- All Dalhousie materials should be designed with plenty of white space.
- The default colour for text is black. Coloured text should be used sparingly.
- Choose the Dal gold and slate grey 4-colour break based on the paper and print specifications.
- When you do not have clarity on printing, use 70% black for slate grey and 4-colour 0/39/100/16 for Dal gold.
- When applied to the core logo, the slate grey is reserved for formal uses, such as official materials issued by the president's office, convocation materials and special reports. However, separate from the logo, grey may be used as a support colour in other materials. Consult with [design.services@dal.ca](mailto:design.services@dal.ca) for guidance.

## 6.0 COLOUR | 6.03 CORE BRAND COLOUR PALETTE: CMYK PRINT-SPECIFIC BREAKS

The print specifications for the core logo colours will depend upon the substrate being printed on, and the method of printing (offset or digital). Choose the Dal gold and slate grey colour breaks accordingly. If you are not sure of the mode of printing or what the substrate will be, select 70% black for slate grey and 4-colour 0/39/100/16 for Dal gold.

### CMYK COLOUR BREAKS

**Dal gold**



**offset coated**

C 0  
M 39  
Y 100  
K 16

**offset uncoated**

C 0  
M 30  
Y 100  
K 10

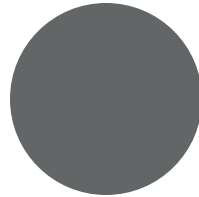
**digital output**

C 0  
M 39  
Y 100  
K 16

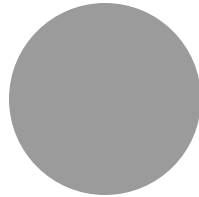
**spot ink**

Pantone 131C  
Pantone 7550U

**slate grey**



or



**offset coated**

C 30  
M 20  
Y 19  
K 58

**offset uncoated**

C 25  
M 17  
Y 15  
K 44

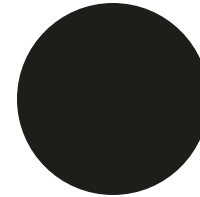
**digital output**

C 0  
M 0  
Y 0  
K 70

**spot ink**

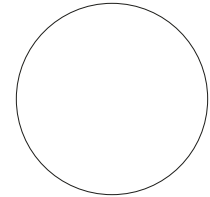
Pantone 424C  
Pantone 426U

**black**



C 0  
M 0  
Y 0  
K 100

**white**



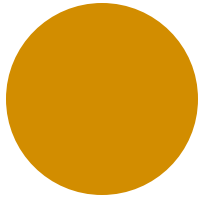
C 0  
M 0  
Y 0  
K 0

## 6.0 COLOUR | 6.04 CORE BRAND COLOUR PALETTE: RGB AND HEX CODES

Colour codes for digital use are as follows:

### RGB AND HEX COLOUR CODES

**Dal gold**



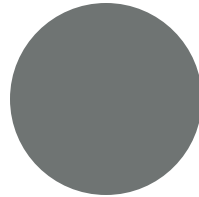
**RGB**

R 192  
G 140  
B 12

**HEX**

#c08c0c

**slate grey**



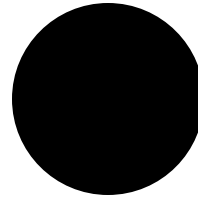
**RGB**

R 112  
G 115  
B 114

**HEX**

#707372

**black**



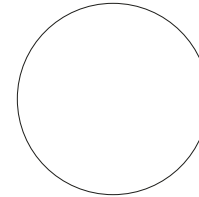
**RGB**

R 0  
G 0  
B 0

**HEX**

#000000

**white**



**RGB**

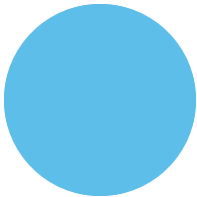
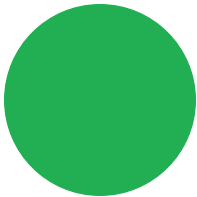
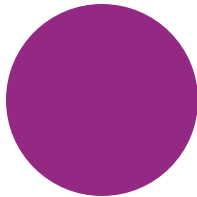
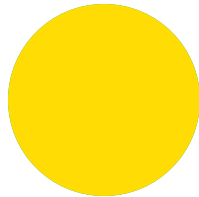
R 255  
G 255  
B 255

**HEX**

#ffffff

## 6.0 COLOUR | 6.05 SUPPORTING COLOUR PALETTE

Along with the core brand colours—Dal gold, black, white and slate grey—use the following supporting colours when designing collateral material.

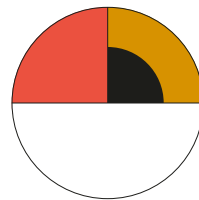
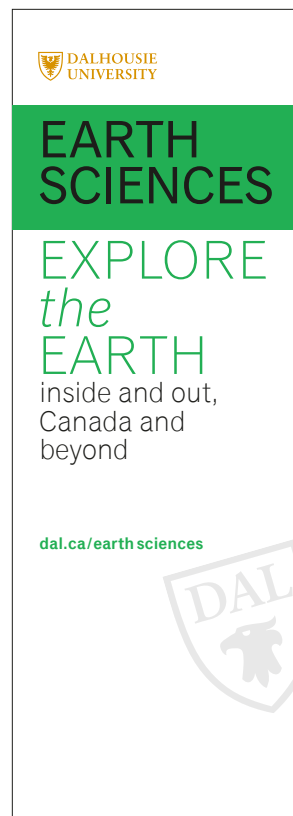
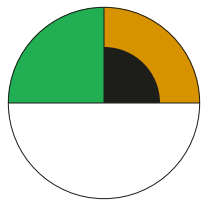
blue*	green	red	purple	yellow*
				
<b>CMYK</b>	<b>CMYK</b>	<b>CMYK</b>	<b>CMYK</b>	<b>CMYK</b>
C 60	C 75	C 0	C 50	C 0
M 5	M 0	M 80	M 100	M 10
Y 0	Y 85	Y 74	Y 0	Y 90
K 0	K 0	K 0	K 0	K 0
<b>RGB</b>	<b>RGB</b>	<b>RGB</b>	<b>RGB</b>	<b>RGB</b>
R 0	R 59	R 254	R 139	R 251
G 191	G 168	G 84	G 0	G 225
B 255	B 107	B 66	B 139	B 34
<b>HEX</b>	<b>HEX</b>	<b>HEX</b>	<b>HEX</b>	<b>HEX</b>
#00bfff	#3ba86b	#ee0701	#8b008b	#fde125

\* The blue and yellow should not be used for text because these colours do not provide enough contrast between the text and its background so people with moderately low vision may experience reading difficulties.

## 6.0 COLOUR | 6.06 COLOUR RATIO

How much of which colour should you use on a specific project? One useful way to think about colour use—and specifically about the use of core and supporting colours—is to consider the ratio of core colours to supporting colours to white space. **See below for examples.** The ratios are approximate—you won't measure usage to the percentage point—but they do serve as a useful comparison.

Keep in mind that most of your type will be black. You can create a number of colour combinations that include core and supporting colours and the white in the ratio reflects the importance of white space in the overall design.



### GENERAL GUIDELINES:

- Use the supporting colours deliberately and with a light hand. Keep the palette simple by selecting one or two support colours. You will almost never see the whole palette in a single piece of collateral.
- All Dalhousie materials should be designed with lots of white space.
- The default colour for text is black. Coloured text should be used sparingly.
- Each palette can use an additional emphasis colour.

## 6.0 COLOUR | 6.07 EXAMPLES OF COLOUR USE IN COLLATERAL

These examples give a sense of how core and supporting colours may be applied.

### GENERAL GUIDELINES

- Dal gold is used for emphasis and freshness. This could include logo and key action-oriented content.
- All Dalhousie materials should be designed with lots of white space.
- The default colour for text is black. Coloured text should be used sparingly.
- When using colour in conjunction with colour photography, use your design judgment in adjusting the ratios of colour applied to graphic elements.

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