

## Corporate colour specifications

Correctly applied, the Curtin colours work together to single out the university's brand and reveal its unique personality. By applying the colour palettes accurately and thoroughly, we aim to 'own' these colour combinations so that when audiences detect them, the University's brand comes to mind.

Whenever reproducing colour, always refer to the appropriate colour specifications for the chosen media, relying on PANTONE® chips or the current PANTONE® colours standard listed in the latest edition of the PANTONE® Colour Formula Guide. The specifications below cover most print and on-screen requirements.

### Curtin University Colour palette



		Curtin Grey	Curtin Gold	Curtin Black
Spot colour	Coated paper	Pantone® Cool Grey 8C	Pantone® 125C	Pantone® Process Black C
	Uncoated paper	Pantone® Cool Grey 8U	Pantone® 125U	Pantone® Process Black U
Process colour		C 0 M 0 Y 0 K 40	C 0 M 23.5 Y 100 K 27.5	C 0 M 0 Y 0 K 100
RGB		R 145 G 146 B 150	R 181 G 140 B 10	R 61 G 51 B 43
Web safe		Hex #999999	Hex #CC9900	Hex #000000
Dulux colour (or match)		Flooded Gum PG2C3	Balsam Pear P16 F9	Black PG1 A9

## Corporate secondary colour specifications

A secondary colour palette that can be used to further enhance the Curtin brand, can be applied alongside the corporate colours.

These colours should only be used as a highlight or companion colour to the primary colours, and never used in isolation. These colours can be used as tints.

Whenever reproducing colour, always refer to the appropriate colour specifications for the chosen media, relying on PANTONE® chips or the current PANTONE® colours standard listed in the latest edition of the PANTONE® Colour Formula Guide. The specifications below cover most print and on-screen requirements.

### Curtin University Secondary colours



Spot colour	Coated paper	Pantone® 382C	Pantone® 7711C	Pantone® 2985C	Pantone® 144C	Pantone® 7647C	Pantone® 436C	Pantone® 4745C
	Uncoated paper	Pantone® 382U	Pantone® 7711U	Pantone® 2985U	Pantone® 144U	Pantone® 7647U	Pantone® 436U	Pantone® 4745U
Process colour	C	28	98	60	0	69	12	5
	M	0	0	0	51	94	24	22
	Y	100	28	3	100	18.5	9	23
	K	0	4	0	0	0	28	14
RGB	R	196	0	91	237	102	171	205
	G	214	151	169	139	51	152	181
	B	0	169	224	0	102	157	167
Web safe	Hex	#C4D600	#0097A9	#58C2E7	#ED8800	#663366	#A8989D	#CDB5A7

## Navigational colour specifications







The navigation colours have been designated to help identify particular areas of interest within university communications.

Therefore colour is more than just a decorative device. Consider navigation and information hierarchy as key in selecting colour in your communications.

Whenever reproducing colour always refer to the appropriate colour specifications for the chosen media, relying on PANTONE® chips or the current PANTONE® colour standard listed in the latest edition of the PANTONE® Colour Formula Guide to match colour.

The specifications below cover most print and on-screen requirements.

### Curtin University Navigation colours

							
		<b>Curtin Business School Olive</b>	<b>Humanities Fuschia</b>	<b>Science and Engineering Blue</b>	<b>Health Sciences Purple</b>	<b>Centre for Aboriginal Studies Red</b>	<b>Corporate Metallic Silver</b>
Spot colour	Coated paper	Pantone® 378C	Pantone® 226C	Pantone® 308C	Pantone® 520C	Pantone® 1807C	Pantone® 877C
	Uncoated paper	Pantone® 378U	Pantone® 226U	Pantone® 308U	Pantone® 520U	Pantone® 1807U	Pantone® 877U
Process colour		C 34 M 0 Y 100 K 60	C 0 M 100 Y 0 K 11	C 100 M 5 Y 0 K 47	C 69 M 94 Y 18.5 K 0	C 0 M 100 Y 96 K 28	C 0 M 0 Y 0 K 40
RGB		R 86 G 109 B 49	R 213 G 0 B 113	R 0 G 91 B 133	R 102 G 51 B 102	R 158 G 47 B 57	R 145 G 146 B 150
Web safe		Hex #336325	Hex #980664	Hex #004B8B	Hex #663366	Hex #AF1800	Hex #99 99 99
Dulux colour (or match)		Marsh Mix P21 D9	Match to sample	Alaskan Cruise P41 E8	Hyssop P45 H8	Red Box P04H9	Flooded Gum PG2C3

# EXAMPLES OF THE CURTIN BRAND

## Corporate publications Brochure covers

There are three main elements that make up Curtin branded brochure covers.

### 1. The logo

The appropriate logo is positioned top right of the cover and the exclusion zone applies. In the case of the Curtin Master Logo the outlined version can be used if the photographic or graphic element demand it for visual clarity.

### 2. Main heading and sub-head

The main heading uses the Sansa Soft Pro font in caps and always sits at the base line of the background panel. If a two or three deck heading is used no more than a 3pt line leading should be used.

The sub-heading can be either caps or upper and lower case, if caps the type sits at the base of the background panel, if upper and lower case is used the type centres on the depth of the background panel.

The sub-head does not have to abut the main heading panels in the case of school brochures. It may appear above or below the main heading depending on the grammatic sense.

The background panel should use a variant of the main panel, a complimentary colour or black.

Positioning of the heading panels is governed by the photographic or graphic image used.

### 3. The tagline

The tagline sits at the bottom left of the cover and is always white type on a black panel that bleeds left off the page. All marketing and school brochure use the standard Curtin tagline 'Make tomorrow better.' and co-branded or brand linked brochures use the appropriate url.



Marketing brochure cover



School brochure cover



Brand linked brochure cover



Co-branded brochure cover



## Corporate publications Posters

Posters follow the same guidelines as those for brochure covers, with the exception of co-branded material, where an additional option of positioning the logo in a white panel at the top of the page for visual clarity.



Corporate/marketing poster



Schools poster



Brand linked poster



Co-branded brochure poster

## Corporate publications

### Leaflets and flyers

Leaflets and flyers follow the same guidelines as those for brochure covers, with the exception of co-branded material, where an additional option of positioning the logo in a white panel at the top of the page for visual clarity.



Marketing leaflet



Schools leaflet



Brand linked flyer



Co-branded leaflet