

WHITE

R255 G255 B255
Web **FFFFFF**

LIGHT GREY

PMS Warm Grey 5
C00 M05 Y10 K30
R189 G180 B171
Web **BDB4AB**

DARK GREY

PMS Warm Grey 11
C00 M20 Y35 K65
R124 G106 B85
Web **7C6A55**

BLACK

R0 G0 B0
Web **000000**

SUNSHINE YELLOW

PMS 116
C00 M25 Y100 K00
R255 G212 B0
Web **FFD400**

LIME

PMS 396
C10 M00 Y95 K00
R238 G232 B35
Web **EEE823**

AQUA

PMS 3265
C70 M00 Y40 K00
R46 G189 B182
Web **2EBDB6**

SKY BLUE

PMS 306
C80 M00 Y05 K00
R0 G185 B242
Web **00B9F2**

LAVENDER

PMS 2718
C70 M40 Y00 K00
R94 G137 B199
Web **5E89C7**

VIOLET

PMS 2665
C60 M60 Y00 K00
R117 G112 B179
Web **7570B3**

HOT PINK

PMS Rubine Red
C00 M100 Y15 K00
R237 G1 B124
Web **ED017C**

RED

PMS 185
C00 M90 Y75 K00
R239 G65 B68
Web **EF4144**

ORANGE

PMS 172
C00 M65 Y90 K00
R253 G71 B3
Web **FD4703**

MUSTARD

PMS 132
C00 M30 Y100 K30
R187 G138 B9
Web **BB8A09**

GREEN

PMS 370
C60 M00 Y100 K25
R91 G143 B62
Web **5C932F**

DARK AQUA

PMS 3295
C100 M00 Y55 K20
R0 G142 B125
Web **008E7D**

SEA BLUE

PMS 641
C100 M00 Y00 K30
R0 G132 B182
Web **0084B6**

DARK PURPLE

PMS 2748
C100 M90 Y00 K15
R27 G53 B135
Web **1B3587**

AUBERGINE

PMS 2695
C90 M100 Y00 K50
R38 G3 B87
Web **260357**

BURGUNDY

PMS 222
C00 M100 Y00 K60
R122 G0 B63
Web **7A003F**

DARK RED

PMS 484
C00 M95 Y100 K30
R178 G33 B21
Web **B22115**

RUST

PMS 167
C00 M65 Y100 K15
R202 G108 B23
Web **CA6C17**

Colour specifications

Our colour palette is made up of a range of vibrant colours, with complementary darker shades to allow appropriate tonal stretch and create unique colour combinations.

Please don't use the colours shown on this page, and elsewhere in these guidelines, for colour matching. They are not intended to match the PANTONE® Colour Standards. For accurate PANTONE® Colour Standards, refer to the current edition of the PANTONE® colour Formula Guide. PANTONE® is a registered trademark of PANTONE® Inc.



Flexibility for logo use on clothing

The logo should appear in full colour when applied to white fabric. For coloured clothing, the logo should appear in black (on all colours that are light enough to ensure legibility), or in white on darker materials. For items where you may want to display the logo at a large size (e.g. on the back of a tracksuit top) use the portrait version wherever possible.

This predominantly features the BU symbol and therefore has more impact and standout. If for some reason it's necessary for the Bournemouth University wordmark to have greater prominence, use the full landscape version of the logo (don't separate the wordmark to use it on its own). Logo on uniforms is 70mm in width and appears on the right hand side of the clothing (when wearing). The space around the logo when

70mm should be 20mm. Any identifying information (eg. name of school or service) should appear on the opposite side to the logo, in glypha, in either black (if using the colour or black logo) or white (if using the white logo). Identifiers can also appear on the sleeve. Identifiers should be in title case, not upper case and not italics. Any colour from the palette can be chosen for material, and decorative features.