HERIOT WATT UNIVERSITY

UK | DUBAI | MALAYSIA
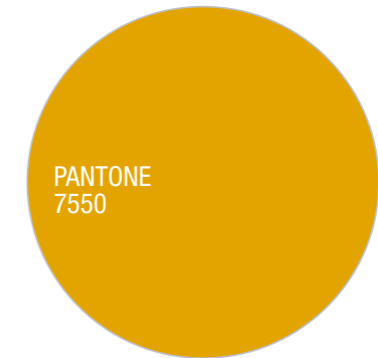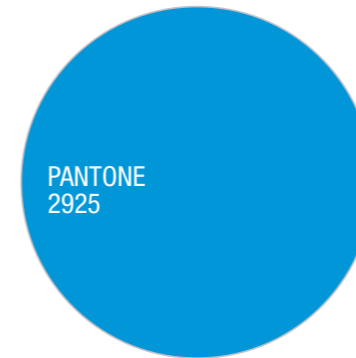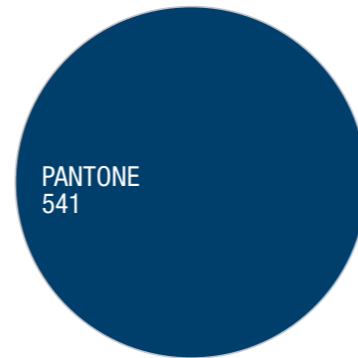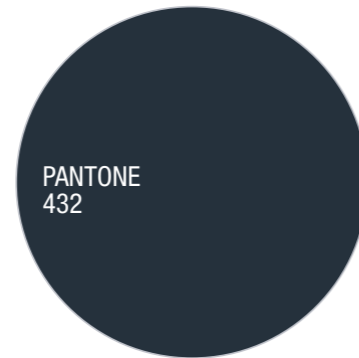
BRAND GUIDELINES
MEDIA COLOUR PALETTE

Primary palette

The University brand uses four core colours across the physical and digital environments.

PANTONE
432

PANTONE
541

PANTONE
2925

PANTONE
7550

Secondary palette

To provide variety and visual interest without leaving the recognised palette, these additional colours may be used in solid and tint form, alongside and over the primary palette.
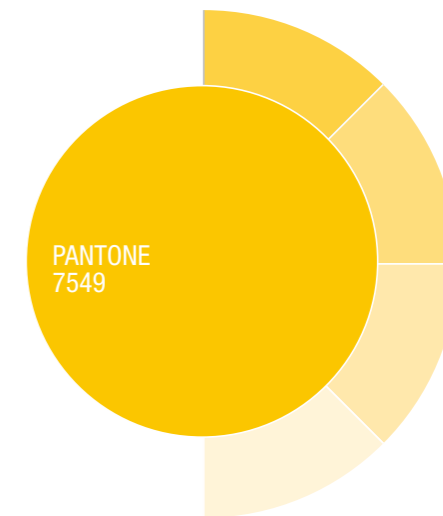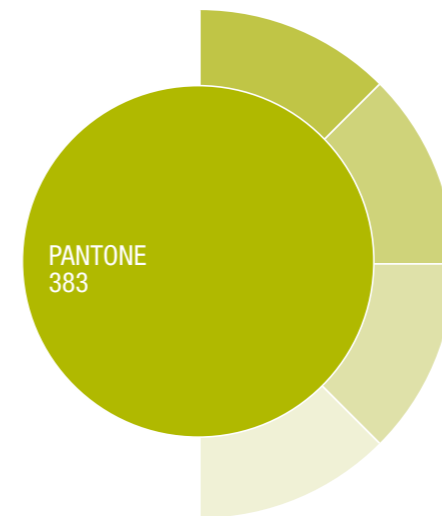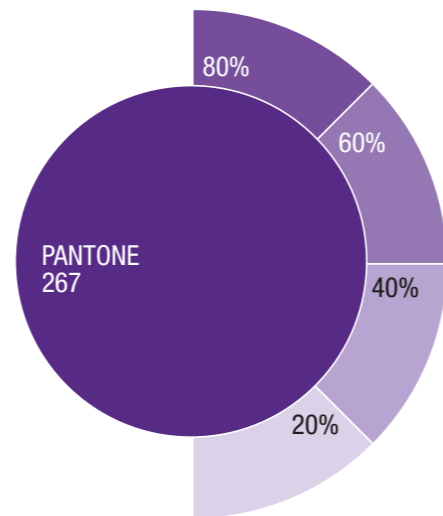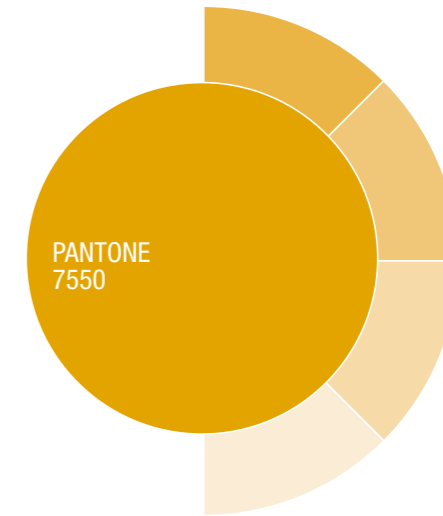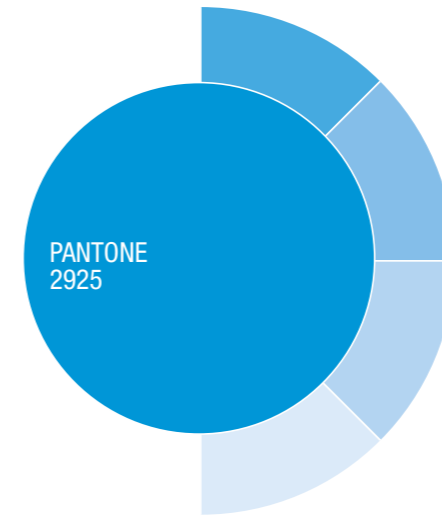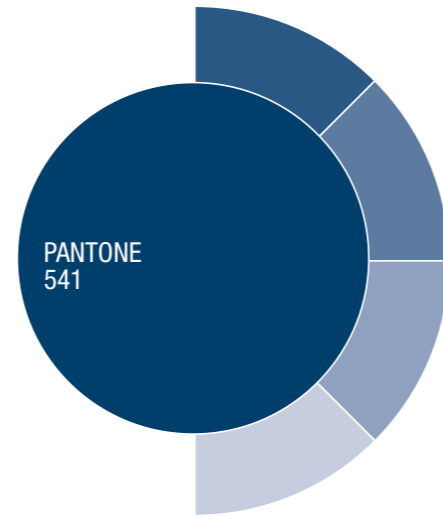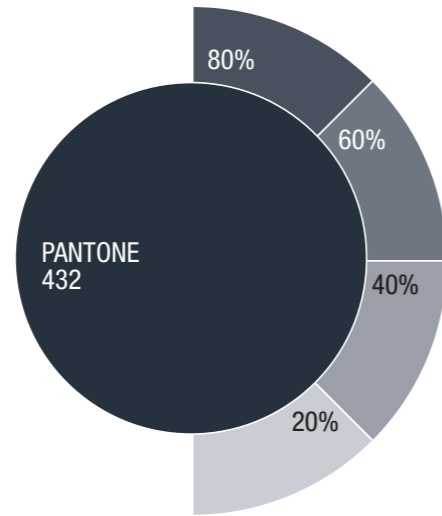
PANTONE
267

PANTONE
383

PANTONE
7549
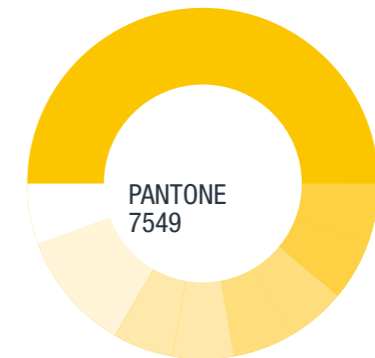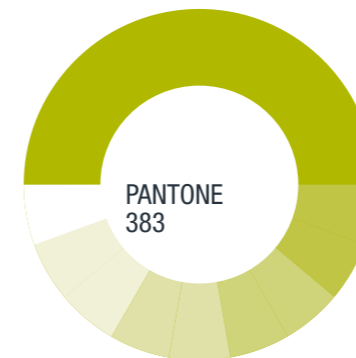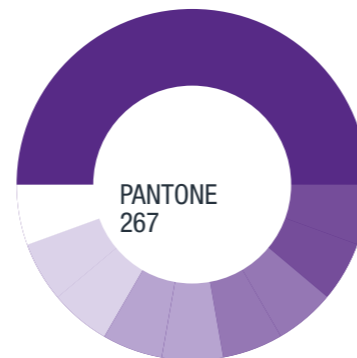
Brand Colour Palette

The Heriot-Watt corporate palette draws inspiration from the colours used within the University's heraldic crest. This range considers the compatibility of the colours and how they interface with our collateral and media platforms.

For improved definition, the University colours employ controlled use of tints in 20% increments, between 20% and 80% of each colour.

80%

60%

40%

PANTONE
432

20%

PANTONE
541

PANTONE
2925

PANTONE
7550

80%

60%

PANTONE
267
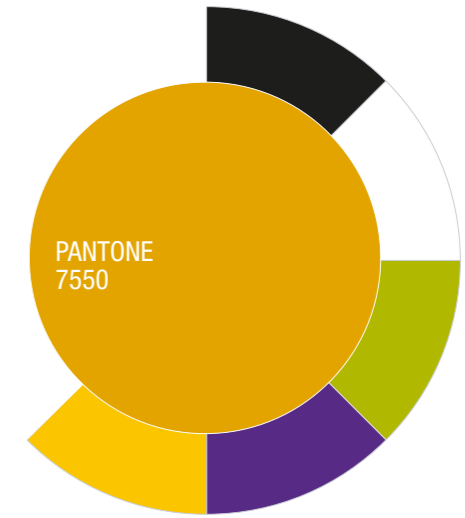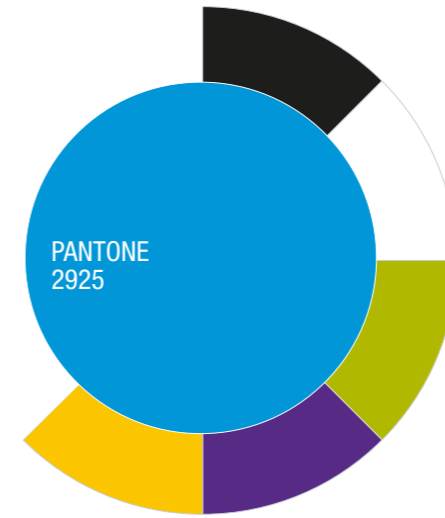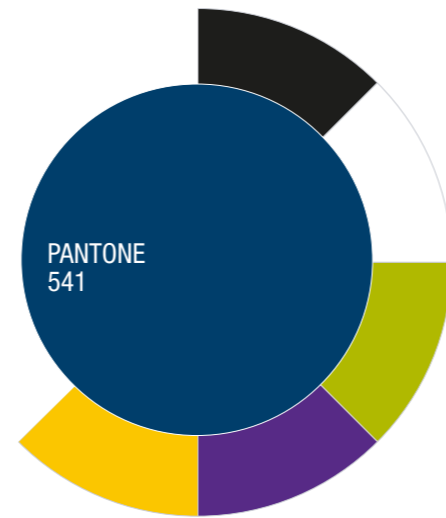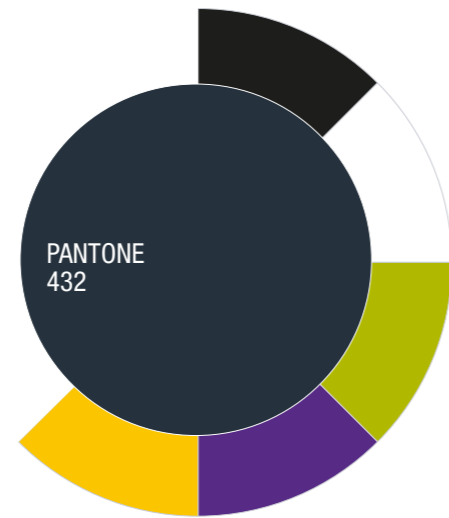
40%

20%

PANTONE
383

PANTONE
7549

Tints

Use of tints adds depth and provides a creative tool for extending the range of the colour palettes.

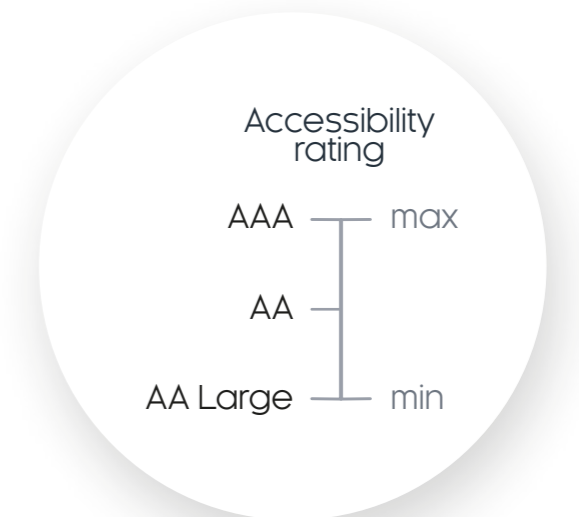Secondary colours have been considered to work in harmony with each other and with the individual primary colours.

PANTONE
432

PANTONE
541
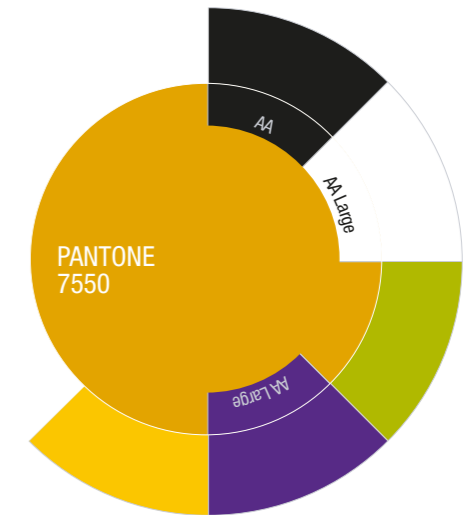
PANTONE
2925

PANTONE
7550
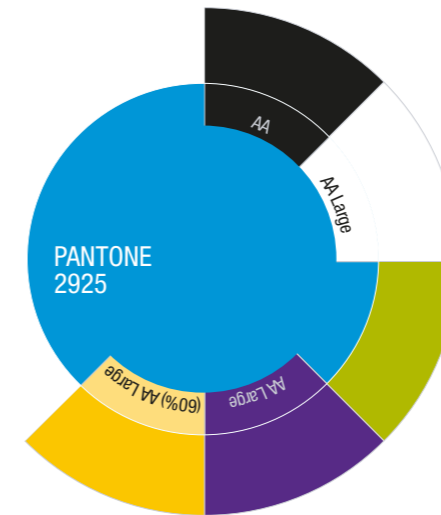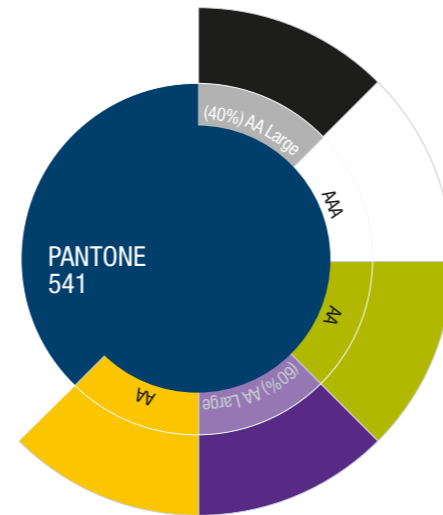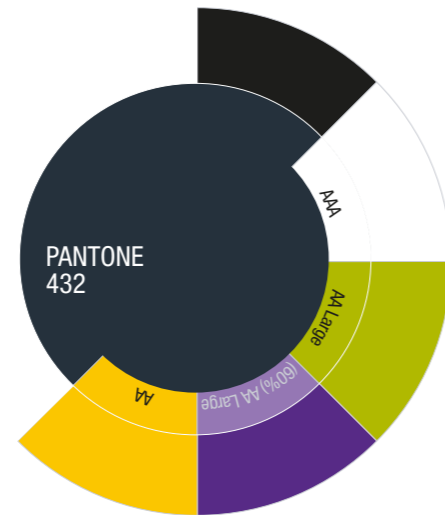
x1
PRIMARY

MAX x2
SECONDARY
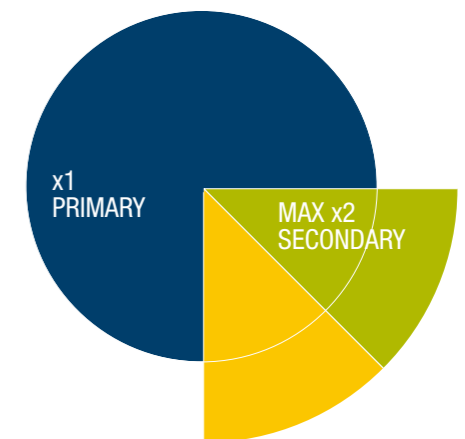
Combinations

The colour range can combine the primary and secondary palettes.

To ensure balanced continuity across the brand, a maximum of two secondary colours can appear alongside or over a single primary.

Combinations may appear as 100% colour, whereas other pairings may rate better using the 20% – 80% tint range to maximise legibility.

PANTONE
432

PANTONE
541

(40%) AA Large

PANTONE
2925

(60%) AA Large

PANTONE
7550

Accessibility
rating

AAA ——— max

AA

AA Large ——— min

Accessibility

To meet accessibility targets, the colours in the approved palette align to offer the best contrast ratings across our digital and print environments.

	PANTONE	CMYK	RGB	HEX	SHADE
	432	65 43 26 78	51 63 72	333f48	Grey
	541	100 58 9 46	0 60 113	003c71	Dark Blue
	2925	85 21 0 0	0 156 222	009cde	Light Blue
	7550	0 34 98 12	209 144 0	d19000	Gold
	267	82 97 0 0	95 37 159	5f259f	Purple
	383	29 1 100 18	168 173 0	a8ad00	Green
	7549	0 22 100 2	255 181 0	ffb500	Yellow