

Basic elements Colour

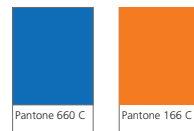
The Royal Holloway palette of colours should be used freely to complement the colour of an image. They are not intended to represent different areas of the College, so colour coding should be avoided.

The primary colours consist of the two colours always used on corporate items such as the website homepage and stationery.

The secondary colours provide a wider choice for use across all applications and should be used at 100% on covers but may be used as tints where they appear on subsequent pages.

Primary colours

Pantone colours



Secondary colours

Four colour process – CMYK

CMYK		CMYK	
Cyan	90	Cyan	0
Magenta	57	Magenta	75
Yellow	0	Yellow	90
Black	0	Black	0

CMYK		CMYK		CMYK		CMYK		CMYK		CMYK		CMYK		CMYK	
Cyan	64	Cyan	100	Cyan	58	Cyan	55	Cyan	0	Cyan	0	Cyan	50	Cyan	68
Magenta	100	Magenta	67	Magenta	17	Magenta	0	Magenta	100	Magenta	18	Magenta	0	Magenta	0
Yellow	12	Yellow	0	Yellow	0	Yellow	9	Yellow	79	Yellow	100	Yellow	100	Yellow	100
Black	0	Black	23	Black	46	Black	0	Black	20	Black	15	Black	0	Black	24

The references given here should be used at all times.