3.0 Colour

Colour plays an incredibly important role in brand recognition. This section demonstrates the colour palette of Flinders University and how it relates to the brand, business and personality.
Eight colours have been chosen to form the Flinders University extended colour palette. The colours either come from the Flinders crest (as described in the University Statute 1.2(3)) or are derived from Flinders campuses and presences, their landscape, built form and environs. They form a colour palette that reflects Flinders University. Applications of the colour palette are demonstrated throughout this guide.

Gloss and matt
There is no such thing as gloss or matt inks. It is the printing surface that dictates the end result. Smooth shiny surfaces produce a gloss result. Soft, absorbent surfaces produce a matt result. The colour will vary from vibrant to dull and must be considered before reproduction.

Spot colour application
When specifying colours for spot colour reproduction, such as offset printing, PANTONE® Matching System (PMS) values are to be specified.

Process colour application
When specifying colours for process reproduction, such as press advertising, CMYK values are to be specified.

Electronic application
When specifying colours for electronic reproduction, such as web or multimedia applications, RGB or HEX values are to be specified.

Paint finishes
Gloss, satin and matt paints are available and should be specified to match the PANTONE® Matching System (PMS) specification.

Other materials
When specifying textiles, vinyls, laminates or other manufactured sheeting, colour should be specified to match the PANTONE® Matching System (PMS) specification as close as possible.

The printing of this publication is representative of CMYK colour values. Please consult the PANTONE® Matching System (PMS) when specifying colour values for 4-colour process or spot colour production.

Gold
Spot: PMS 116
CMYK: C0, M14, Y95, K0
RGB: R255, G211, B0
HEX: #FFD300
Sun
Light
Illumination
Optimism

Green
Spot: PMS 624
CMYK: C44, M0, Y35, K20
RGB: R134, G178, B156
HEX: #86B29C
Eucalyptus
Foliage
Natural landscape

Red
Spot: PMS 1665
CMYK: C5, M68, Y100, K0
RGB: R235, G110, B8
HEX: #EB6E08
Red sands
Outback

Light Blue
Spot: PMS 542
CMYK: C62, M22, Y0, K3
RGB: R98, G164, B211
HEX: #62A4D3
Gulf waters
Blue Lake

Grey
Spot: PMS 430
CMYK: C5, M0, Y0, K45
RGB: R160, G165, B169
HEX: #A0A5A9
Concrete
Urban landscape

Black
Spot: PMS Process Black
CMYK: C0, M0, Y0, K100
RGB: R0, G0, B0
HEX: #000000

Dark Blue
Spot: PMS 282
CMYK: C100, M82, Y10, K64
RGB: R0, G47, B96
HEX: #002F60

Coffee
Spot: PMS 466
CMYK: C5, M17, Y42, K14
RGB: R229, G201, B155
HEX: #E0C791
In addition to the Flinders University colour palette, a burnished gold background is applied to a range of communications as demonstrated throughout this guide. If a component of the sun symbol is applied to this background it should be done in a way to ensure that the sun is clearly prominent.

The sun should never depict typography unless for specific campaign use authorised by the Marketing and Communications Office.

Figure 1: Burnished gold background with sun
Flinders University Loop Bus – an example of branding application