The core colour palette comprises University red, stone, black and white. The red, used in the logo, has long been established with the University of Bristol. The stone takes its inspiration from the colour of the materials used locally and in many of the University’s historic buildings. The core colours are fundamental to the University of Bristol identity.

### Colour breakdowns for print and web

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone® (special)</th>
<th>CMYK (professional and desktop printing)</th>
<th>RGB (web and screen)</th>
<th>Hex (web and screen)</th>
</tr>
</thead>
<tbody>
<tr>
<td>University red</td>
<td>187 C0 M81 Y72 K23</td>
<td>K171 C21 H45</td>
<td>#B01C2E</td>
<td></td>
</tr>
<tr>
<td>Stone</td>
<td>7535 C70 M11 Y21 K19</td>
<td>K130 C18 B166</td>
<td>#C3A2B6</td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>Pro Black C0 M0 Y0 K100</td>
<td>R0 G0 B0</td>
<td>#000000</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>– C0 M0 Y0 K0</td>
<td>R255 G255 B255</td>
<td>#FFFFFF</td>
<td></td>
</tr>
</tbody>
</table>

### Paint reference

<table>
<thead>
<tr>
<th>Colour</th>
<th>Vinyl</th>
<th>Emulsion</th>
</tr>
</thead>
<tbody>
<tr>
<td>University red</td>
<td>Ultramarine 5730 Cherry</td>
<td>RAL 3001</td>
</tr>
</tbody>
</table>

Important: CMYK is suitable for most colour print jobs. Use Pantone® colours for special jobs only when advised to do so by an external design agency. See page 73 for a glossary of design and print terminology.
The supporting palette comprises eight bright and eight dark colours arranged in contrasting pairs. These colours should be used to introduce variety to publications and to reflect different tones of voice according to audience and message.

Important Only mix bright and dark colours that belong in a pair, for example, bright aqua with dark aqua (not with any other dark colour).

Important CMYK is suitable for most colour print jobs. Use Pantone® colours for special jobs only when advised to do so by an external design agency. See page 73 for a glossary of design and print terminology.
**Example of use**

1. **Core colours only**
   - Using the core palette on its own.

2. **Core and supporting colours**
   - Using a pair of colours from the supporting palette with the core stone, black and white.

3. **Core and supporting colours**
   - Using one dark colour with the core stone, black and white.

4. **Core and supporting colours**
   - Using two bright colours from the supporting palette with the core black and white.

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**Title**

Sentence or quote may be made into a feature

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Sentence or quote may be made into a feature

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**Title**

Sentence or quote may be made into a feature

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This is an example of how colour may be used to highlight text.
Colours Use of tints

Core and supporting colours should be used at 100% of their original colour value in most instances. However, if needed, tints may be used in increments of five for pull-out boxes or graphic elements displaying data or charts. They should be used as accent colours to add interest to a page and not as main background colours or in bodies of text.

*Important:* The university red must always be used at 100% of its true colour value.

This is an example of how tints may be used to highlight text.