

Logo colourways

Building on the previous page, here are the logo colour combinations that work effectively on a plain white or light background.



This logotype colour way is for digital use only, do not use it for print.

Logo usage

To maintain the clarity and recognisability of our logo, we have established a required exclusion zone and minimum size. These should always be followed for both print and digital usage.



Exclusion zone

To maintain the clarity and recognisability of our logo, we have established an exclusion zone that must always be respected. The size of this exclusion zone is determined by the "W" from the word "Welcome" within the logo. This rule applies to all instances where the logo is used, whether in print or digital communications.



Minimum size

To ensure that our logo is always legible and clear we have set a minimum width that the logo should be for digital and print. When applying our logo to a piece of digital collateral the logo should be no smaller than 150px in width. For print our logo should be no smaller than 30mm wide.

Please note that the visual above is not to scale.

What not to do

Here are some examples of incorrect logo usage. Always ensure you follow the guidelines provided in this document and use the logo artwork supplied.



✘ Do not stretch or distort the logo.



✘ Do not rotate the logo.



✘ Do not add a drop shadow to the logo.



✘ Do not recolour any elements of the logo.



✘ Do not resize or reorder any elements of the logo.



✘ Do not use the logo at anything other than 100% opacity set to 'normal'.



✘ Do not add an outline to the logo.



✘ Do not change the typeface of the logo.



✘ Do not use the logo on the incorrect coloured background for the colour way of the logo.



✘ Do not use the logo on backgrounds that do not have enough contrast.

Primary colours

Rose

CMYK C 0 | M 100 | Y 2 | K 0
RGB R 255 | G 11 | B 111
Hex #FF0B6F

Aquamarine

CMYK C 75 | M 0 | Y 50 | K 0
RGB R 0 | G 255 | B 163
Hex #00FFA3

Icterine

CMYK C 0 | M 0 | Y 100 | K 0
RGB R 255 | G 250 | B 80
Hex #FFFA50

Princeton orange

CMYK C 0 | M 65 | Y 100 | K 0
RGB R 255 | G 145 | B 0
Hex #FF9100

Palatinate blue

CMYK C 100 | M 75 | Y 0 | K 0
RGB R 0 | G 49 | B 255
Hex #0031FF

Secondary colours

Indigo dye

CMYK C 90 | M 60 | Y 40 | K 20
RGB R 4 | G 68 | B 98
Hex #044462

Dark purple

CMYK C 40 | M 90 | Y 0 | K 50
RGB R 55 | G 33 | B 56
Hex #372138

Klein blue

CMYK C 95 | M 70 | Y 0 | K 40
RGB R 10 | G 44 | B 155
Hex #0A2C9B

Rich black

CMYK C 60 | M 40 | Y 40 | K 100
RGB R 13 | G 27 | B 30
Hex #0D1B1E

White

CMYK C 0 | M 0 | Y 0 | K 0
RGB R 255 | G 255 | B 255
Hex #ffffff