

COLOUR

Colour plays an important role in defining the brand personality of U3A South Australia.

The following colour references should be used when producing any branding assets.

PRIMARY COLOURS

The primary colours used in U3A South Australia's branding are 'Amber' and 'Reflex Blue'. These colours should be used on all forms of communication.

SECONDARY COLOURS

The secondary colours used in U3A South Australia's branding are beige, orange, midnight blue and bondi blue. These colours are recommended complementary colours to the primary colours.

Amber

PMS
109

CMYK
C=0 M=22 Y=100 K=0

RGB
R=255 G=199 B=9

HEX
#ffcf09

Beige

CMYK
C=0 M=0 Y=10 K=3

RGB
R=247 G=244 B=225

HEX
#e7f4e1

Orange

CMYK
C=0 M=42 Y=100 K=0

RGB
R=250 G=162 B=27

HEX
#faa21b

Reflex Blue

PMS
Reflex Blue

CMYK
C=91 M=83 Y=2 K=0

RGB
R=56 G=74 B=156

HEX
#384a9c

Midnight Blue

CMYK
C=100 M=81 Y=2 K=75

RGB
R=0 G=5 B=62

HEX
#00053e

Bondi Blue

CMYK
C=75 M=0 Y=0 K=42

RGB
R=0 G=125 B=161

HEX
#007da1