Brand Colour Palette

The Heriot-Watt corporate palette draws inspiration from the colours used within the University’s heraldic crest. This range considers the compatibility of the colours and how they interface with our collateral and media platforms.

Primary palette
The University brand uses four core colours across the physical and digital environments.

- PANTONE 432
- PANTONE 541
- PANTONE 2525
- PANTONE 7559

Secondary palette
To provide variety and visual interest without leaving the recognised palette, these additional colours may be used in solid and tint form, alongside and over the primary palette.

- PANTONE 267
- PANTONE 383
- PANTONE 7549
For improved definition, the University colours employ controlled use of tints in 20% increments, between 20% and 80% of each colour.

**Tints**

Use of tints adds depth and provides a creative tool for extending the range of the colour palettes.
Secondary colours have been considered to work in harmony with each other and with the individual primary colours.

**Combinations**

The colour range can combine the primary and secondary palettes. To ensure balanced continuity across the brand, a maximum of two secondary colours can appear alongside or over a single primary.
Combinations may appear as 100% colour, whereas other pairings may rate better using the 20% – 80% tint range to maximise legibility.

To meet accessibility targets, the colours in the approved palette align to offer the best contrast ratings across our digital and print environments.
## COLOUR | PRIMARY & SECONDARY CONVERSION TABLE

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>SHADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>432</td>
<td>65 43 26 78</td>
<td>51 63 72</td>
<td>#333f48</td>
<td>Grey</td>
</tr>
<tr>
<td>541</td>
<td>100 58 9 46</td>
<td>0 60 113</td>
<td>#003c71</td>
<td>Dark Blue</td>
</tr>
<tr>
<td>2925</td>
<td>85 21 0 0</td>
<td>0 156 222</td>
<td>#009cde</td>
<td>Light Blue</td>
</tr>
<tr>
<td>7550</td>
<td>0 34 98 12</td>
<td>209 144 0</td>
<td>#d19000</td>
<td>Gold</td>
</tr>
<tr>
<td>267</td>
<td>82 97 0 0</td>
<td>95 37 159</td>
<td>#5f259f</td>
<td>Purple</td>
</tr>
<tr>
<td>383</td>
<td>29 1 100 18</td>
<td>168 173 0</td>
<td>#a8ad00</td>
<td>Green</td>
</tr>
<tr>
<td>7549</td>
<td>0 22 100 2</td>
<td>255 181 0</td>
<td>#ffd500</td>
<td>Yellow</td>
</tr>
</tbody>
</table>