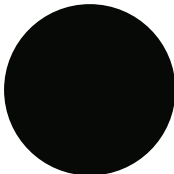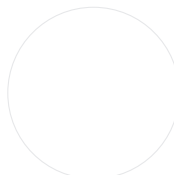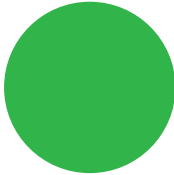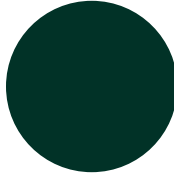## Colours

Algonquin College is, first and foremost, green. It's a colour that's strongly associated with the College and a powerful element in the way we express our visual identity.

Colour Palette:

Primary Colours	Values
	ALGONQUIN GREEN **PMS** 3425 C **RGB** 0,99,65 **CMYK** 93,13,85,44 **HEX** #006341
	CHARCOAL **PMS** BLACK 3 C **RGB** 33,39,33 **CMYK** 67,44,67,95* **HEX** #212721 *OR 90% BLACK*
	WHITE **RGB** 255,255,255 **CMYK** 0,0,0,0 **HEX** #FFFFFF

Secondary Colours	Values
	NEW GROWTH GREEN **PMS** 361 C **RGB** 67,176,42 **CMYK** 77,0,100,0 **HEX** #43B02A
	DARK ALGONQUIN GREEN **RGB** 0,51,40 **CMYK** 89,54,74,64 **HEX** #003328

✔ **DO USE...**

- white on 100% Algonquin Green
- 100% Algonquin Green on white
- white on charcoal
- charcoal on white
- tints of Algonquin Green on white
- tints of Algonquin Green on 100% Algonquin Green
- New Growth Green on white

✖ **DO NOT USE...**

- New Growth Green on 100% Algonquin Green
- 100% Algonquin Green on New Growth Green
- New Growth Green on charcoal
- tints of Algonquin Green on New Growth Green
- grey on Algonquin Green
- grey on charcoal
- grey on New Growth Green

PLEASE NOTE:

- When used in typography, secondary colours and tints may require special attention or need approval by the Algonquin College Marketing Department
- On print files, for body copy, one should use 90% black (0,0,0,90) instead of the Charcoal Rich Black mixture

Values and Tints

While a full range of primary colour tints is available, the following are suggested and most commonly used.

@ 80% TINT
RGB	51,130,103
CMYK	74,10,68,35
HEX	#338267

@ 60% TINT
RGB	102,161,141
CMYK	56,8,51,26
HEX	#66A18D

@ 35% TINT
RGB	166,200,188
CMYK	33,5,30,15
HEX	#A6C8BC

@ 10% TINT
RGB	229,239,236
CMYK	9,1,9,4
HEX	#E5EFEC
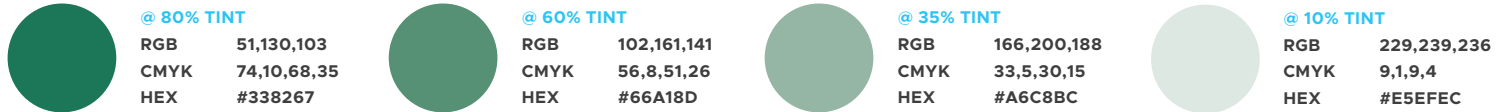
Colour Distribution

To maintain a consistent aesthetic, it's important to distribute colours according to a spectrum that corresponds to our brand. Use the colour wheel below to determine colour prominence in design.

AMPLE WHITE SPACE

USE ALGONQUIN GREEN PRIMARILY
For headlines, flat background areas, image gradient maps and as a main colour in graphics and illustrations.

USE DARK ALGONQUIN GREEN SPARINGLY
For flat backgrounds areas, image gradient maps and heavily dark accents on illustrations.

USE LIGHT TINTS OF CHARCOAL SPARINGLY
For separation, lines and other subtle elements of the design.

USE CHARCOAL SPARINGLY
For text and heavy dark accents on illustrations.

USE NEW GROWTH GREEN SPARINGLY
To be approved by the Algonquin College Marketing Department.

USE MID-RANGE TINTS OF ALGONQUIN GREEN
For added contrast and separation in all design elements: text, graphics or illustrations.