

THE GRADEL INSTITUTE OF CHARITY

NEW COLLEGE, UNIVERSITY OF OXFORD



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COLOUR PALETTE

THE COLOURS

Main colour palette

The New College identity has a strong colour palette. Consistent use of the New College colours will help ensure that our palette becomes recognised as belonging to New College.

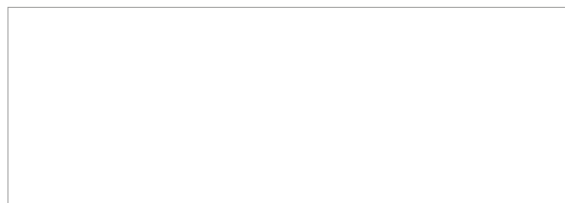
Core palette

New College Brown - this is the colour of the New College logo and should be the predominant colour on any design.

This is used with white.



CMYK:55/60/59/33
Pantone: 411C
RGB: 96/80/076
Hex: 60504c



THE COLOURS

Supporting colour palettes

Supporting colour palettes can be used to create different moods and highlight different areas of the college.

Supporting Palette
(Modern 1)



CMYK: 0/93/76/0
Pantone: RED 032c
RGB: 246/50/62
Hex: f6323e



CMYK: 25/100/48/8
Pantone: 215c
RGB: 175/21/86
Hex: af1556



CMYK: 57/95/36/23
Pantone: 7651c
RGB: 109/41/90
Hex: 6d295a

Supporting Palette
(Modern 2)



CMYK: 0/45/96/0
Pantone: 1375c
RGB: 255/158/21
Hex: ff9e15



CMYK: 95/0/31/0
Pantone: 7466c
RGB: 0/173/187
Hex: 00adbb



CMYK: 29/1/100/0
Pantone: 382c
RGB: 195/213/0
Hex: c3d500



CMYK: 65/41/100/34
Pantone: 371c
RGB: 79/95/41
Hex: af5f29

Fonts

Our primary typeface is Baskerville
Baskerville is our main typeface
on all printed materials and online
communications. it is available in two
weights, book and semibold.

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

THANK YOU
