

Phase 2

OUR COLORS

## **OUR COLOR PALETTES**

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Beyond our logo, color is the most recognizable aspect of our brand identity. Using relevant colors is one of the best ways to make our VGU images or visual stories are cohesive.

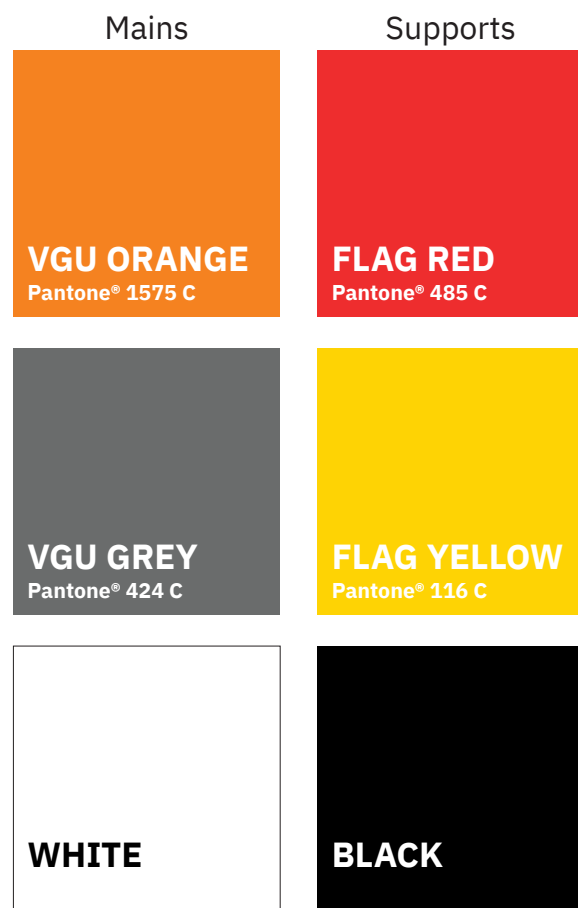
When generate any of project related to VGU, make sure use these color values listed here. The colors were adjusted for the best reproduction in print and on screen.

Any further adjusment or inspiration please contact Marketing Department at [study@vgu.edu.vn](mailto:study@vgu.edu.vn) or +84-0988-545-2 54

VGU palette has two sets, primary and secondary. They should be kept as spot color (pantone color) as much as possible.

## **PRIMARY PALETTE**

The colors which should be used in almost every VGU's publication.



## **SECONDARY PALETTE**

This palette add more colors for specific VGU's activities a long side with primary palette.



### *Mains*

This palette represent VGU at the highest level and should be present in all communications.

# VGU ORANGE

Pantone® 1575 C

C: 0 M: 60 Y: 100 K: 0

R: 242 G: 129 B: 48

Hex: #F28130

# VGU GREY

Pantone® 424 C

C: 60 M: 50 Y: 50 K: 15

R: 102 G: 102 B: 102

Hex: #666666

### *White Space*

With generous amounts of white space to bring color balance or contain typography, graphic elements.

### *Supports*

This palette contains the colors of both Vietnam and Germany flag. They are here to help to identify system not only in words Vietnamese - German.

They should be used as lines, borders as a nation flag symbol no more than 5% of the design area. Note that in some applications, they may not be appropriate for text.

## FLAG RED

Pantone® 485 C

C: 5 M: 98 Y: 100 K: 0

R: 226 G: 35 B: 26

Hex: #E2231A

## FLAG YELLOW

Pantone® 116 C

C: 0 M: 18 Y: 100 K: 0

R: 255 G: 206 B: 0

Hex: #FFCE00

## BLACK

C: 75 M: 67 Y: 50 K: 100

R: 0 G: 0 B: 0

Hex: #FFFFFF

## *Secondary Palette*

### *Neutrals*

This palette adds balance to the color system. Can be used as a bridge to connect other colors.

#### **Pantone® 7525 C**

**C: 31 M: 60 Y: 70 K: 14**

**R: 159 G: 104 B: 79**

**Hex: #9F684F**

#### **Pantone® Cool Gray 4 C**

**C: 26 M: 22 Y: 22 K: 0**

**R: 189 G: 187 B: 187**

**Hex: #BDBBBB**

#### **Pantone® 351 C**

**C: 35 M: 0 Y: 35 K: 0**

**R: 162 G: 227 B: 186**

**Hex: #A2E3BA**

## ***Secondary Palette***

### ***Vibrants***

This palette brings intensity and youthfulness. They should never be used for body text or small headlines.

#### **Pantone® Warm Red C**

**C: 31   M: 60   Y: 70   K: 14**

**R: 255   G: 67   B: 56**

**Hex: #FF4338**

#### **Pantone® 2995 C**

**C: 80   M: 12   Y: 1   K: 0**

**R: 0   G: 168   B: 255**

**Hex: #00A8E1**

#### **Pantone® 380 C**

**C: 17   M: 0   Y: 87   K: 0**

**R: 220   G: 228   B: 66**

**Hex: #DCE442**

## Secondary Palette

### *Brights*

This palette can add energy to communications. should be limited use for text

**Pantone® Orange 021 C**  
**C: 0    M: 83    Y: 100    K: 0**  
**R: 255    G: 80    B: 0**  
**Hex: #FF5000**

**Pantone® 326 C**  
**C: 86    M: 1    Y: 41    K: 0**  
**R: 0    G: 175    B: 170**  
**Hex: #00AFAA**

**Pantone® 3935 C**  
**C: 6    M: 2    Y: 78    K: 0**  
**R: 245    G: 233    B: 91**  
**Hex: #F5E95B**



## *Secondary Palette*

### *Darks*

This palette adds sophistication and contrast to communications.

#### **Pantone® 1815 C**

**C: 31   M: 92   Y: 82   K: 35**

**R: 128   G: 37   B: 40**

**Hex: #802528**

#### **Pantone® 289 C**

**C: 98   M: 84   Y: 46   K: 51**

**R: 13   G: 34   B: 64**

**Hex: #0D2240**

#### **Pantone® 574 C**

**C: 65   M: 44   Y: 90   K: 36**

**R: 78   G: 90   B: 48**

**Hex: #4E5A30**