

UNIVERSAL DESIGN CODE

COALITION OF THE SOUTH PACIFIC



MINISTRY OF REGIONAL AFFAIRS

ART STUDIO

CONTACT INFORMATION

This Design Code was originally written by Somyrion in March 2019.

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- **Somyrion** on tspforums.xyz

The Ministry of Regional Affairs of the South Pacific is responsible for the upkeep of this code and its attached repository. The Ministry discord server may be found at <https://discord.gg/rBPjMJJ>.

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NOTES

A note on precision:

While this code endeavours to be as precise as possible, mentions of specific lengths, widths, pixels, and picas have in most cases notably been left out. For greatest accuracy, one should use a pre-existing vector (SVG) file from the UDC repository as a template when creating a new design following this style code.

A note on file types:

We strongly recommend that artists creating graphics following this style code work in vector format. Inkscape (<http://inkscape.org>) and Adobe Illustrator (<https://www.adobe.com/products/illustrator.html>), among others, are two prominent programs for work with vector graphics. All files in the UDC are provided in Scalable Vector Graphics (SVG) format, along with the more familiar PNG raster image format, for ease of editing.

A note on this guide:

This document is meant not only to lay out the Universal Design Code in detail, but also to demonstrate in its own styling a model of UDC-based design. South Pacifican artists are encouraged to use the design of this guide as a reference, an inspiration, and/or a template for their own work.

1 | COLOURS

§1 | FUNDAMENTAL COLOURS

There are three fundamental colours which make up the South Pacific's iconic identity. In order from most to least important, they are the following: *South Pacific Blue*, *White*, and *Tropical Orange*. *Tropical Orange* should only be used as an accent colour.

All designs representing the South Pacific officially **must** include *South Pacific Blue* somewhere, ideally in a prominent position, in the design. Unless a design is meant to represent a special program, event, or group which should stand out as separate from the South Pacific's main identity (see SWAN, p. XI), the three fundamental colours should be used before any others are included.



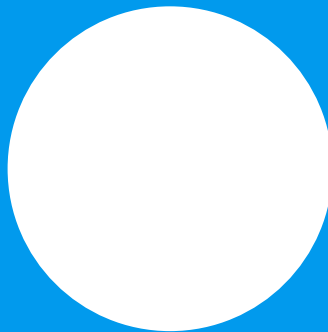
South Pacific Blue

Hex: #109AED

RGB: 1, 154, 237

CMYK: 93%, 35%, 0%, 7%

HSL: 203°, 87%, 50%



White

Hex: #FFFFFF

RGB: 255, 255, 255

CMYK: 0%, 0%, 0%, 0%

HSL: 0°, 0%, 100%



Tropical Orange

Hex: #FF9900

RGB: 255, 153, 0

CMYK: 0%, 40%, 100%, 0%

HSL: 36°, 100%, 50%

§2 | EXTENDED COLOURS

These five blues are secondary colours which should be used to add depth and variation to the main *South Pacific Blue*. They should never be used without *South Pacific Blue* present.

Beach Froth Blue

Hex: #88D5FF
RGB: 136, 213, 255
CMYK: 47%, 16%, 0%, 0%
HSL: 203°, 100%, 77%

Pacific Sky Blue

Hex: #38B9FF
RGB: 56, 185, 255
CMYK: 78%, 27%, 0%, 0%
HSL: 203°, 100%, 61%

Hex: #0080C4
RGB: 0, 128, 196
CMYK: 100%, 35%, 0%, 23%
HSL: 203°, 100%, 38%

Nemo Blue Medium

Hex: #0068A0
RGB: 0, 104, 160
CMYK: 100%, 35%, 0%, 37%
HSL: 203°, 100%, 31%

Nemo Blue Dark

Hex: #005080
RGB: 0, 80, 128
CMYK: 100%, 38%, 0%, 50%
HSL: 203°, 100%, 25%

Nemo Blue Ultra

§3 | GRADIENTS

GRADIENTS ARE
NEVER TO BE
USED, UNDER ANY
CIRCUMSTANCES,
FOR ANY OFFICIAL
GRAPHIC OF THE
SOUTH PACIFIC.

2 | TYPOGRAPHY

§1 | TYPEFACE

All official graphics of the South Pacific must use one typeface only: *Semplicità*. *Semplicità* is a geometric sans-serif typeface, published around 1928 by the Nebiolo type foundry of Turin, Italy. It was digitized in 2013 by Studio Di Lena.

Semplicità may be downloaded from 1001Fonts here: <https://www.1001fonts.com/semplificita-font.html>, or via the UDC Repository at XXX. It is free for commercial use.

Note that there is a very similar typeface, Semplicita Pro from Canada Type, which can be downloaded from Adobe Fonts. Although related to Semplicità, Semplicita Pro is a separate family and should not be used in place of Semplicità.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789