gotafe
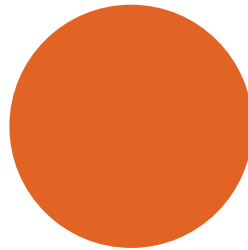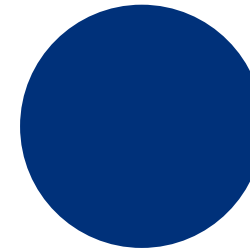
Brand Guidelines

Primary Colours

The following colours (orange and blue) are GOTAFE's two primary brand colours. These colours, in particular, the orange, are used to GOTAFE's base colours to best promote the brand.

HEX #E26425
RGB 226 100 37
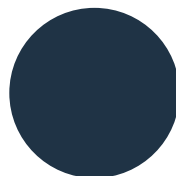**CMYK** 6 74 100 1

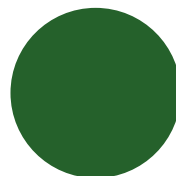**HEX** #00317A
RGB 0 49 122
CMYK 100 90 24 12

Secondary Colours

The following colours are GOTAFE's secondary colours. These colours have been collated to meet the WCAG 2.0 AA accessibility standards.
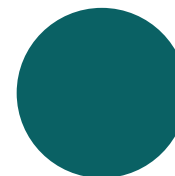
White text can be used on these and will still comply with WCAG 2.0 accessibility standards.

HEX #1F3345
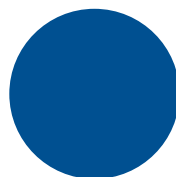**RGB** 31 51 69
CMYK 89 72 49 47

HEX #25612B
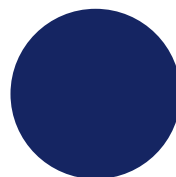**RGB** 37 97 43
CMYK 84 37 100 31

HEX #0A6164
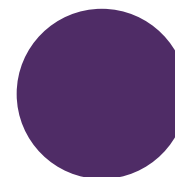**RGB** 10 97 100
CMYK 90 45 54 24

HEX #083E48
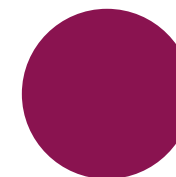**RGB** 8 62 72
CMYK 93 62 54 44

HEX #005091
RGB 0 80 145
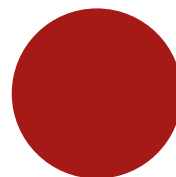**CMYK** 100 76 15 2

HEX #152562
RGB 21 37 98
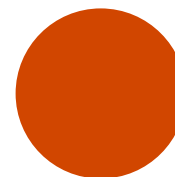**CMYK** 100 95 31 24

HEX #4F2C66
RGB 79 44 102
CMYK 80 95 29 18

HEX #8A1350
RGB 138 19 80
CMYK 38 100 44 21

HEX #A51916
RGB 165 25 22
CMYK 23 100 100 18

HEX #D14600
RGB 209 70 0
CMYK 13 85 100 3

Pastel Colours

The following colours are GOTAFE's pastel colours. White text MAY NOT be used on these colours. The pastel colours are used to help add layers to a design or layout.

HEX #ECEFF2
RGB 236 239 242
CMYK 6 3 2 0

HEX #EBF3EC
RGB 235 243 236
CMYK 7 1 7 0

HEX #EDF5F6
RGB 237 245 246
CMYK 6 1 2 0

HEX #E7EFF1
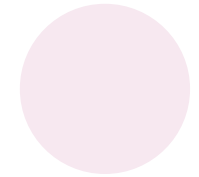**RGB** 231 239 241
CMYK 8 2 4 0

HEX #EBF0F9
RGB 235 240 249
CMYK 6 3 0 0

HEX #E9EAF2
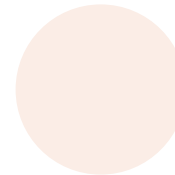**RGB** 233 234 242
CMYK 7 5 1 0

HEX #EDE9F3
RGB 237 233 243
CMYK 5 7 0 0

HEX #F7E8F0
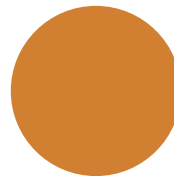**RGB** 247 232 240
CMYK 2 9 1 0

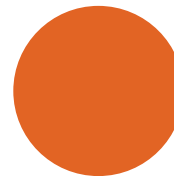**HEX** #FDF0F0
RGB 253 240 240
CMYK 0 6 2 0

HEX #FBEDE6
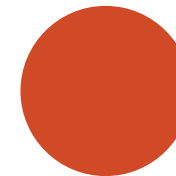**RGB** 251 237 230
CMYK 1 6 7 0

Gradient

The GOTAFE gradient is used to add depth to a page. There is the option to use a high contasting black and white photo with it using the transparency setting - Basic Blending - soft light or overlay.

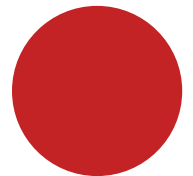

HEX #ECEFF2
RGB 208 126 49
CMYK 16 57 94 2

HEX #E26425
RGB 226 100 37
CMYK 6 74 100 1

HEX #D14600
RGB 209 70 0
CMYK 13 85 100 3

HEX #C2246
RGB 194 36 38
CMYK 16 99 100 7

Typography

Our primary brand font is the Poppins family.

Available in a variety of weights, Poppins is highly flexible in its application and used for headings, subheadings and body text for print and online material.

Body text may not be any smaller than 11pt.

Disclaimers and page footers may not be any smaller than 9pt.

Poppins is a google font and can be downloaded for free off Font Squirrel.

Poppins Black
Poppins ExtraBold
Poppins Bold
Poppins SemiBold
Poppins Medium

Poppins Regular
Poppins Light
Poppins ExtraLight
Poppins Thin

Heading 1 ———— Poppins SemiBold or Regular 35pt

Heading 2 ———— Poppins Bold 24pt

Heading 3 ———— Poppins SemiBold 14pt

Heading 4 ———— Poppins Regular 12pt

Body Text ———— Poppins Regular 11pt

Disclaimers/page footers ———— Poppins Regular 9pt

For any questions relating to this document, please contact the GOTAFE Communication and Engagement team at marketing@gotafe.vic.edu.au