

COLOUR PALETTE

ADC's colours are inspired by our surroundings, and tell a story of heritage, cultural engagement and innovation.

The primary colours are part of ADC's heritage and ties to Acadia University. The expanded colour palette introduces colours from the surrounding area – the ocean and the lush Annapolis valley. When choosing

colours for any ADC brand collateral, consideration must be given to the proportions to allow the primary colours to remain the dominant colours. The secondary colours can be used for highlights and differentiation in content, complimented by light touches of the tertiary colours as accents.

PRIMARY COLOURS

ADC BLUE

PANTONE: 295 C
 CMYK: 100/60/0/40
 RGB: 0/64/119
 HEX: #004077

ADC RED

PANTONE: 1807 C
 CMYK: 0/100/90/20
 RGB: 196/20/36
 HEX: #C41424

ADC LIGHT PEWTER

PANTONE: COOL GRAY 3 C
 CMYK: 8/5/7/16
 RGB: 200/201/199
 HEX: #C8C9C7

ADC DARK PEWTER

PANTONE: COOL GRAY 7 C
 CMYK: 20/14/12/40
 RGB: 151/153/155
 HEX: #97999B

SECONDARY COLOURS

ADC BLUE SKIES

PANTONE: 2915 C
 CMYK: 60/9/0/0
 RGB: 98/181/229
 HEX: #62B5E5

ADC FUNDY COAST

PANTONE: 660 C
 CMYK: 80/50/0/0
 RGB: 64/126/201
 HEX: #407EC9

ADC DUSK PURPLE

PANTONE: 7658 C
 CMYK: 40/86/0/50
 RGB: 106/52/96
 HEX: #6A3460

ADC DEEP BLUE

PANTONE: 296 C
 CMYK: 100/73/28/86
 RGB: 4/28/44
 HEX: #041C2C

TERTIARY COLOURS

ADC TIDEPOOL

PANTONE: 7702 C
 CMYK: 68/1/8/8
 RGB: 72/169/197
 HEX: #48A9C5

ADC SEA FOAM

PANTONE: 7472 C
 CMYK: 54/0/27/0
 RGB: 92/184/178
 HEX: #5CB8B2

ADC VALLEY GREEN

PANTONE: 7738 C
 CMYK: 74/0/98/2
 RGB: 72/162/63
 HEX: #48A23F

ADC HARVEST GREEN

PANTONE: 7724 C
 CMYK: 82/0/67/11
 RGB: 0/150/108
 HEX: #00966C

NEUTRALS

WHITE

CMYK: 0/0/0/0
 RGB: 255/255/255
 HEX: #FFFFFF

10% BLACK

CMYK: 0/0/0/10
 RGB: 229/229/229
 HEX: #E5E5E5

75% BLACK

CMYK: 0/0/0/75
 RGB: 63/63/63
 HEX: #3F3F3F

BLACK

CMYK: 0/0/0/100
 RGB: 0/0/0
 HEX: #000000