

# Brand Colour Scheme

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# Our Colour Scheme

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The colours of Bahrain Polytechnic were chosen so as to properly reflect the brand name and strategic direction for a polytechnic Institution.

Red, the predominant colour in the logo, represents the most popular colour in the Kingdom, a colour that suggests the pride and mentality of its people. It is a symbol of national identity, and as a primary colour in the logo, Bahrain Polytechnic claims ownership to what it stands for.

The logo colour is a suitable shade for the neuron and a star: bold, forceful and stimulating. As a design element, it is highly attractive and very eye-catching.

Likewise, the palette of colours in our specifications complements the attributes of our brand: colourful, diverse, dynamic, youthful and vibrant.

The palette also offers the opportunity to apply the various colour specifications to other brand clusters or sub-brands, or products that may come up in the future.

The colour silver is recommended for application in materials with "futuristic" themes.

Pantone 485C



Dynamic  
Stimulating  
Provocative  
Exciting

Pantone 426 C



Powerful  
Elegant  
Sophisticated  
Classic

Pantone 483C



Rich  
Elegant  
Refined  
Mature

Pantone 306 C



Fresh  
Trustworthy  
Dependable  
Committed

Pantone 7525 C



Wholesome  
Sheltering  
Rooted  
Secure

Pantone Cool Grey 9 C



Classic  
Formal  
Quality  
Timeless

Pantone 8120 C



Futuristic  
Classic  
Spiritual  
Optimistic



# Primary Colours

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Red Pantone 485C is the dominant colour of the brand. CMYK, RGB and web-safe colour values are specified below.

Tints of this primary colour can also be used. However, when the colours are used in the logo, these colours must always appear as full strength. It is only permissible to use these things where the identity of the brand will not be compromised.



Pantone 485C

C= 0 M=95 Y=100 K=0

R=238, G=50, B=36

#EE3124



White

C= 0 M=0 Y=0 K=0

R=255, G=255, B=255

#FFFFFF





# Secondary Colours

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The selection of six classic colours can be used with the primary colours to create added depth and variety to the brand. Care must be taken to maintain the core visual identity of the brand. The secondary colours are to be used to accent and complement the primary colours of the brand.

The colours maroon and black are recommended for use in high profile communication materials for VIPs and other special occasions.

The colours grey and silver are exchangeable. If printing in silver is possible, then the silver colour must be used. However, if silver is not available, the colour grey may be used.

All the secondary colours are permissible for use in tints.



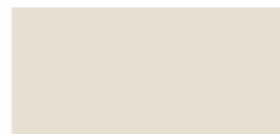
Pantone 426 C  
C= 0 M=0 Y=0 K=99  
R=39, G=36, B=37  
#292728



Pantone 483C  
C= 0 M=91 Y=100 K=60  
R=122, G=22, B=0  
#7A1600



Pantone 306 C  
C= 75 M=0 Y=7 K=0  
R=0, G=188, B=228  
#00BCE4



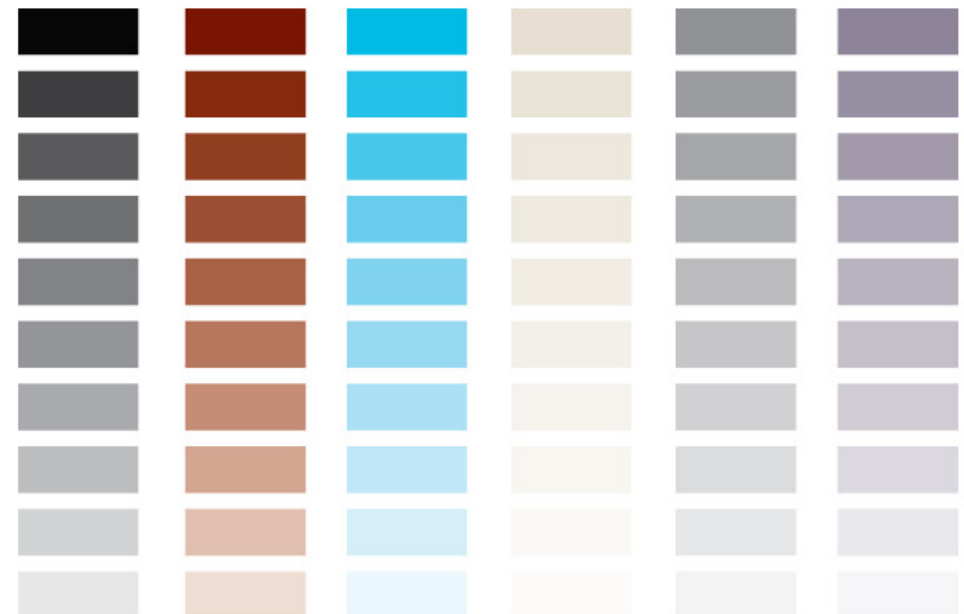
Pantone 7528 C  
C= 0 M=3 Y=10 K=10  
R=232, G=223, B=209  
#E8EFD1



Pantone Cool Grey 9 C  
C= 0 M=1 Y=0 K=51  
R=145, G=145, B=149  
#919195



Pantone 8120 C  
C= 48 M=47 Y=27 K=2  
R=141, G=131, B=152  
#8D8398







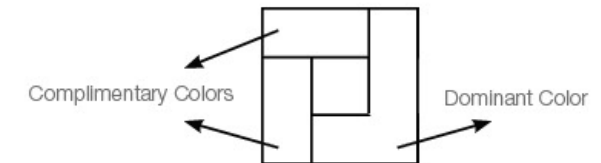
# Colours Combinations

## How to Use Colours

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Below are some samples of how to use colour combinations. There are eight (8) permissible colour combinations in which there is one dominant colour and three complimentary colours. These colour combinations have been chosen to ensure maximum contrast, visibility, and appeal.

Combinations 7 and 8 should mainly be used for correspondences of the highest importance.



Combination 1



Combination 3



Combination 5



Combination 7



Combination 2



Combination 4



Combination 6



Combination 8





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Below are examples of colour combinations allowed for text on background.  
Likewise, shown below are colour combinations that should be avoided.

✓ Possible Colour Combination for the type on the brand Colours

Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic
Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic
Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic
Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic
		Bahrain Polytechnic		Bahrain Polytechnic		
				Bahrain Polytechnic		

✗ Colour Combinations other than we permitted is not allowed

Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic
Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic
Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic
Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic	Bahrain Polytechnic



# Logo Backgrounds

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The brand signature is preferably rendered in full colour in white background whenever used in print and publications. The brand signature can be rendered in either single colour, in the approved special metallic colour or in foil as an exception to the rule. We can place the full colour logo against a white background or some of the secondary colours, depending on visibility. The logo can also be placed on a

picture if visibility is guaranteed, depending on the colour of the picture(s).

Using the logo is discouraged on colours and/or backgrounds that are not pertaining to the brand colours, even if high contrast can be achieved with the colour under consideration.





# Colouration of the Monochrome Logo

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The monochrome logo icon can use any of the brand colours.

The monochrome logo icon must strictly use the brand colours, and avoid using other colours such as the ones shown below.







# Monochrome Logo on Backgrounds

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Below are some of the possible monochrome combinations of the logo.

More combinations are permissible as long as they utilize the brand colours and show the best blend and contrast.





# What Not to Do

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In monochrome colour combinations, certain colours should be avoided as background for the icon. Shown below are examples:

