Rotman Colour Palette

Rotman

C 0 M 100 Y 15 K 0	C 0 M 70 Y 31 K 0	C 0 M 35 Y 100 K 0	C 10 M 15 Y 100 K 0	C 30 M 0 Y 100 K 4	C 76 M 0 Y 59 K 5	C 63 M 0 Y 12 K 0	C 75 M 37 Y 0 K 0	C 100 M 72 Y 0 K 18
R 237 G 3 B 124	R 242 G 113 B 132	R 252 G 175 B 23	R 234 G 204 B 27	R 182 G 206 B 46	R 10 G 173 B 136	R 66 G 196 B 221	R 57 G 137 B 201	R 0 G 73 B 144
Process Magenta C	7423 C	130 C	605 C	390 C	339 C	311 C	646 C	280 C
Rubine Red U	7423 U	129 U	605 U	382 U	339 U	311 U	646 U	280 U
#E20778 #E20778	#F17184	#FCAF17	#E9CBLA	#B6CD2D	#09AD87	#41C3DC	#3E77B7 #3E77B7	#004990
#E20778				#3F820D	#088466	#0F8198	#0676D8	#04990

100%	91%	80%	70%	60% 60%	50% 50%	40% 40%	30%	20%	10%

The identity uses a palette of nine colours plus black plus white. The palette expresses Rotman as a catalyst and the interplay of ideas and points of view that sparks new ways of approaching problems.

There must be clarity within this broad palette and it is imperative to use only one accent colour at a time with black and white. Things could get chaotic and muddy without discipline.

Keep colour usage simple and bold. Use only one accent colour at a time. Go for large areas of flat colour.

Colour breaks are provided for CMYK, RGB, Pantone Coated, Pantone Uncoated, and hexadecimal web colours.

Web colours/hex codes
The Rotman website is AODA compliant (The Accessibility for Ontarians with Disabilities Act), meaning there are very specific guidelines for use of colour pertaining to visible contrast.

The hex codes are in black, white or both on colour swatches to the right. This indicates whether you may use black type, white type or both black and white type on the given colour on the website.

Hex codes in colour on white
The codes below swatches on right in some cases differ from the same solid colour hex code. Adjustments are made to coloured text in order to increase contrast and be AODA compliant.