

2.1 Primary Colour Palette

NUS' corporate colours are a distinct and important part of the identity system. They provide a strong visual link across a broad range of applications. When applied consistently, they build visual awareness and set the University apart from other institutions, thus reinforcing its unique character.

The primary colour palette comprises of NUS Orange and NUS Blue.

Do not use this page for colour matching as colours are not exact. For an accurate colour representation please refer to the sample swatches included in this manual.



NUS Orange

PRINT COLLATERAL

Uncoated Paper
SO-25737*

Process Uncoated Paper
0C, 60M, 100Y, 0K

Coated Paper
SO-32470*

Process Coated Paper
0C, 60M, 100Y, 0K

RGB/WEB SITE

Screen View
R255, G102, B0, #FF6600



NUS Blue

PRINT COLLATERAL

Uncoated Paper
SO-25598*

Process Uncoated Paper
100C, 70M, 0Y, 30K

Coated Paper
SO-32471*

Process Coated Paper
100C, 70M, 0Y, 30K

RGB/WEB SITE

Screen View
R0, G51, B153, #003399

For applications not using printed inks (eg signage), a visual match should be made to the colour swatches in this manual. A good reference guide is Pantone PMS 152C (Orange) and PMS 294C (Blue).

* Preferred ink specification (Toyochem Ink)

2.2 Secondary Colour Palette

In addition to the corporate colours, additional alternative colours have been selected to complement the corporate image.

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NUS Silver

PRINT COLLATERAL
Uncoated Paper
PMS 8420U

Coated Paper
PMS 8420C



NUS Gold

PRINT COLLATERAL
Uncoated Paper
PMS 872U

Coated Paper
PMS 872C