

HEX #0D4C38  
R 0 G 71 B 48  
C 98 M 0 Y 72 K 66  
PANTONE 343

## A bright new era

There is a need to modernize the VUW palette for the future, while carefully respecting and retaining heritage. This can be achieved through a suite of complementary greens - all derivative of VUW green.

A range of greens to offer contrast and allow for greater versatility in design. A new suite that is less saturated than the current secondary greens and offers a greater sense of modernity and sophistication.

In conjunction with a bold and vibrant 'Wellington yellow' and alternated green to add energy, emphasis and create attention where required.

Black is removed in favour of VUW dark green and tints.

White is replaced with a subtle off-white that feels more human and less corporate and cold with VUW greens.

### Note -

A colour ratio guide will be developed to show how these colours are to be used, ensuring consistency and parameters are upheld.

**01**  
POUNAMU

HEX #105742  
(HEX #99B9AF)  
R 16 G 87 B 66  
(R 153 G 185 B 175)  
C 87 M 13 Y 72 K 56  
(C 42 M 15 Y 32 K 0)  
PANTONE 343C (40%)

**02**  
MIRO

HEX #105742  
(HEX #669787)  
R 16 G 87 B 66  
(R 102 G 151 B 135)  
C 87 M 13 Y 72 K 56  
(C 63 M 26 Y 50 K 3)  
PANTONE 343C (60%)

**03**  
MĀHOE

HEX #F8F5F0  
(HEX #FEF9F0)  
R 248 G 245 B 240  
(R 254 G 249 B 240)  
C 2 M 2 Y 4 K 0  
(C 0 M 1 Y 5 K 0)  
PANTONE 7506C (25%)

**04**  
MĀNUKA

HEX #105742  
(HEX #CCDCD7)  
R 16 G 87 B 66  
(R 204 G 220 B 215)  
C 87 M 13 Y 72 K 56  
(C 19 M 6 Y 14 K 0)  
PANTONE 343C (20%)

**05**  
KŌHŪHŪ

HEX #FCE500  
R 252 G 229 B 0  
C 0 M 0 Y 100 K 0  
PANTONE 102C

**06**  
KŌWHAI

HEX #3EC2B4  
R 62 G 194 B 180  
C 65 M 0 Y 38 K 0  
PANTONE 7465C

**07**  
MOANA