

Primary Colors

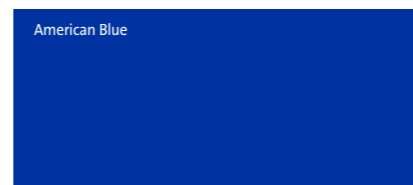
Origin of our colors



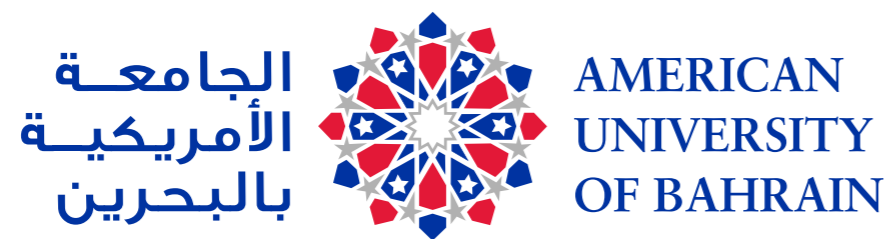
Pantone Cool Grey 5 C
Grey

Pantone 186 C
Bahrain Red

Pantone 286 C
American Blue



The visual shown above provides a reference to the origin of the primary colors used in the AUBH brand.



Color specifications

AUBH primary colors

There are three key AUBH primary colors that are used extensively across the universities' systems and for communications universally:

- Pantone 186 C – a color used in the pattern on our landmark icon
- Pantone 286 C – a color used in the pattern on our landmark icon as well as the wordmark and abbreviation type
- Pantone Cool Grey 5 C – a color used in the pattern on our landmark icon

Full color	100%	Pantone 186 C C-13 / M-100 / Y-90 / K-4 R-204 / G-9 / B-47 Web / #cc092f RAL 3028	Pantone 286 C C-100 / M-82 / Y-10 / K-2 R-0 / G-57 / B-166 Web / #0039a6 RAL 5002	
	80%			
	60%			
	40%			
Tints	20%			
	100%	Pantone Cool Grey 5 C C-31 / M-24 / Y-25 / K-0 R-179 / G-179 / B-179 Web / #b3b3b3 RAL 7038		
	80%			
	60%			
Tints	40%			
	20%			
	Grey scale equivalents		Pantone 186 C	50% Black
			Pantone 286 C	70% Black
		Pantone Cool Grey 5 C	30% Black	