Corporate colors

Print: use Pantone / CMYK / RAL.
Screens: use the web value in each swatch.

Main colors

Mobility Blue

Pantone® Medium Blue C

CMYK	76/38/0/0
RGB	0/140/227
HEX	#008ce3
RAL	5015

WEB
#00B2FF
RGB 0/178/255

Navy Blue

Pantone® 282 C

CMYK	100/87/41/47
RGB	0/32/77
HEX	#00204d
RAL	5011

WEB
#00204D
RGB 0/32/77 · same as print

Diversity Red

Pantone® 7625 C

CMYK	9/84/83/1
RGB	219/79/61
HEX	db4f3d
RAL	3020

WEB
#EB1700
RGB 235/23/0

Accent colors

Confident Blue

Pantone® 288 C

CMYK	100/65/0/30
RGB	0/67/129
HEX	#004381
RAL	5003

WEB
#01388C
RGB 1/56/140

Shiny Yellow

Pantone® 123 C

CMYK	0/22/94/0
RGB	255/198/34
HEX	#ffc622
RAL	1023

WEB
#FFC700
RGB 255/199/0

Healthy Green

Pantone® 339 C

CMYK	80/0/58/0
RGB	0/169/135
HEX	#00a987
RAL	6032

WEB
#00D19E
RGB 0/209/158

Graphene Black

Pantone® Black C

CMYK	10/10/80/100
RGB	10/10/10
HEX	#0a0a0a
RAL	9017

WEB
#141414
RGB 20/20/20

Pure White

CMYK	0/0/0/0
RGB	255/255/255
HEX	#FFFFFF
RAL	9003

WEB · LIGHT GREY
#F9F9F9
RGB 249/249/249

Regular usage

Color backgrounds

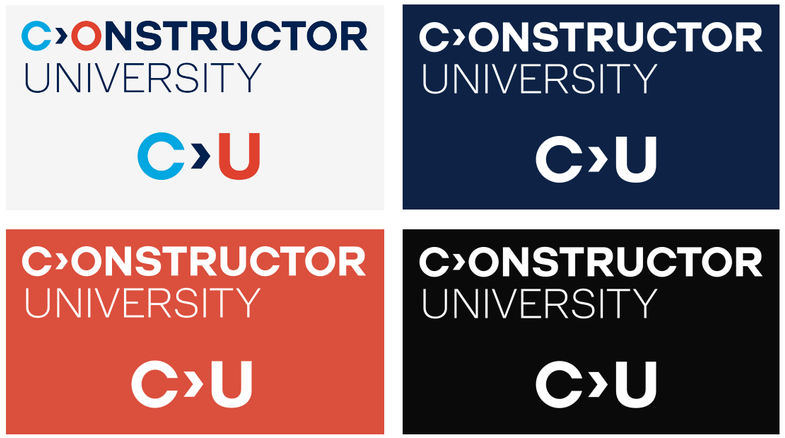


Photo backgrounds



Dark tone photo backgrounds



Light tone photo backgrounds

Exceptional cases

When the logotype is displayed on non-corporate backgrounds, we should use only the monochrome version to avoid lousy color combinations. The primary and simple rule is the following: do not use color on color.

Color backgrounds

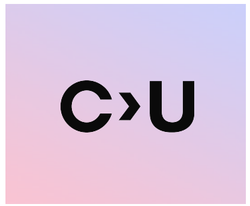


Vivid gradient backgrounds



White logotype

Faded gradient backgrounds



Black logotype

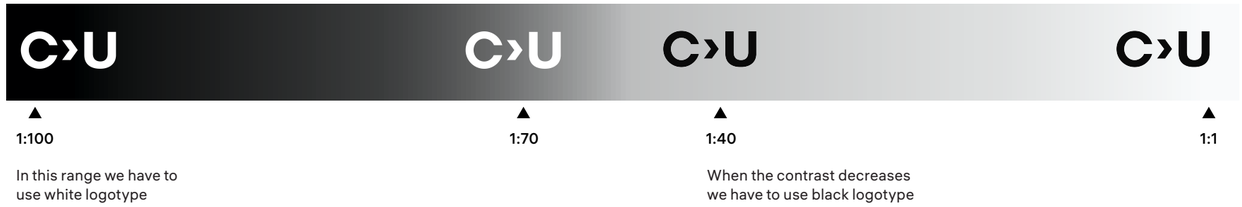
Photo backgrounds



White logotype

Do not use color on color.

Principle of contrast



In this range we have to use white logotype

When the contrast decreases we have to use black logotype

Co-branding and logo lock-ups

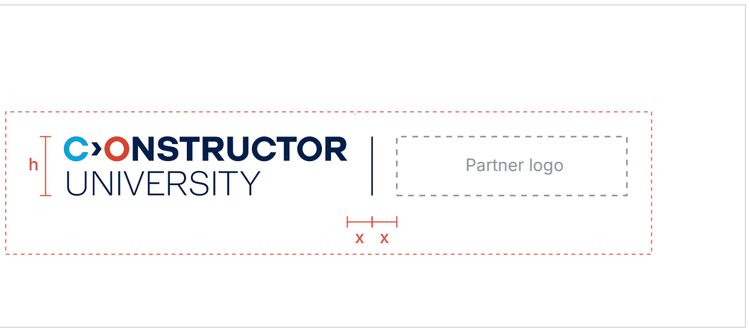
When Constructor University appears with a partner, use a lock-up:
both logos side by side, separated by a thin divider, with equal visual weight.

Horizontal lock-up

CONSTRUCTOR UNIVERSITY | Partner logo



Construction



x = cap height of CONSTRUCTOR · h = height of the CU wordmark

Stacked lock-up



For narrow or vertical formats

In use



CU × Constructor Talent School: white lock-up on a photo (Summer Camp 2027)

Rules

Spacing	Keep x between each logo and the divider, and x clear space around the lock-up.
Divider	Thin vertical line, height h. Navy Blue on light backgrounds, white on dark.
Size	Partner logo is optically matched to the CU wordmark and never exceeds height h.
Order	CU leads (left or top) on CU materials. On partner-led materials, follow their order.
Color	Do not use color on color. On colored or photo backgrounds, use monochrome versions of both logos.
Logo version	Always use the full CONSTRUCTOR UNIVERSITY wordmark in lock-ups, not the C>U symbol.