# 5
Color

Institutional Color Palette

Our color palette is bold and distinctive. It relies primarily on our heritage colors of brown and gold. Secondary colors are used for deeper levels of content in layouts and for breaking up longer sections of copy.

By leaning on this diverse palette, along with plenty of negative space, we can create a modern look that still connects back to our traditions.

Primary
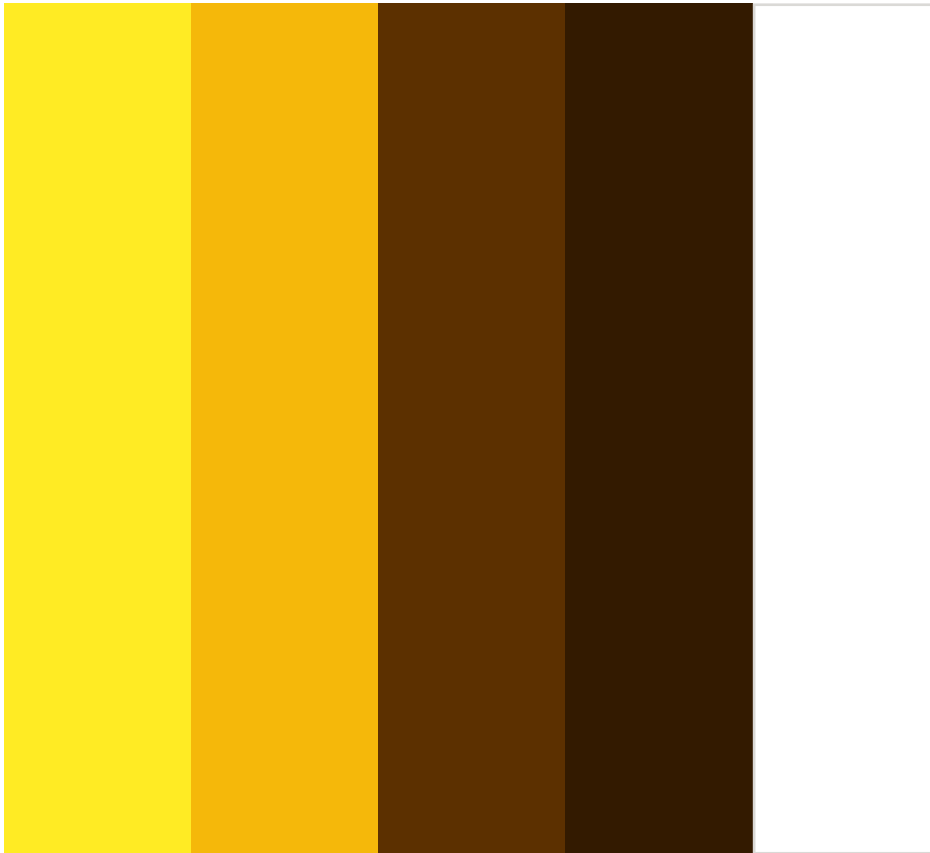
Secondary

Primary Colors

Our primary palette consists of yellow, gold, brown, dark brown, and white. Our layouts lean heavily on these colors, mixing in the secondary palette to build color schemes that are complementary and balanced.

Yellow

HEX	#FFE300
RGB	255 227 0
CMYK	0 7 100 0
PMS C	107 C

Gold

HEX	#F5B80A
RGB	245 184 10
CMYK	0 22 100 0
PMS C	1235 C

Brown

HEX	#5C3000
RGB	92 48 0
CMYK	0 68 100 67
PMS C	1535 C

Dark Brown

HEX	#331A00
RGB	51 26 0
CMYK	33 66 76 68
PMS C	476 C

White

HEX	#FFFFFF
RGB	255 255 255
CMYK	0 0 0 0

Secondary Colors

Our secondary palette is made up of rich, vibrant supporting colors. These colors work well to help establish hierarchy, and infuse layouts with a more youthful energy.

Light Blue

HEX	#6BC9C9
RGB	107 201 201
CMYK	54 0 24 0
PMS C	319 C

Teal

HEX	#006354
RGB	0 99 84
CMYK	100 0 49 0
PMS C	3282 C

Orange

HEX	#C76917
RGB	199 105 23
CMYK	0 59 100 2
PMS C	716 C

Magenta

HEX	#A80087
RGB	168 0 135
CMYK	25 92 0 0
PMS C	247 C

Light Gray

HEX	#DAD9D6
RGB	218 217 214
CMYK	13 10 12 0
PMS C	Cool Gray 1 C 50% tint

Black

HEX	#000000
RGB	0 0 0
CMYK	60 40 40 100
PMS C	Process Black C

Sample Combinations

These color spectrums exemplify how we can use the brand palette to create different effects and inspire emotion in our designs. This is not an exact system but a guide to relative use; the combinations shown here are not the only possible ones, but generally color combinations should follow the spirit of these examples.

From formal to casual and from subtle to vibrant, we can combine our primary and secondary colors to create a variety of groupings appropriate for different audiences, occasions, and tactics.

Designing for Specific Audiences

The use of the secondary color palette is instrumental in shifting the tone of a piece. For more casual audiences like prospective undergraduate students, we can deploy more secondary colors to add excitement and visual interest. Pieces for more formal audiences that require a more sophisticated tone will have a much smaller presence of secondary colors.

All Uses

Formal and Sophisticated

Casual and Vibrant

Digital Color Matrix

In order for our communications to be effective, they must be inclusive. After all, our audiences are broad, and accessibility is important for serving everyone. Whenever possible, we want to remove barriers that prevent interaction with our messages.

This color matrix demonstrates the options available for applying text, using our brand colors, to achieve a AA level of accessibility compliance. The matrix is a quick and clear reference guide for combining foreground and background colors that are easy for everyone to read. Don't forget that the size of the text will also influence the degree of legibility and compliance.

LS **Large and Small**
All text sizes can be used for this combination of colors.

L **Large**
Only use this combination for text that is 18–point or larger (14–point or larger if in a bold font).

Background Color

Text Color	Yellow(s)	Brown	Dark Brown	White	Light Blue	Teal	Orange	Magenta	Light Gray	Black
Yellow(s) TEXT		LS	LS			L		L		LS
Brown TEXT	LS			LS	LS				LS	
Dark Brown TEXT	LS			LS	LS		L		LS	
White TEXT		LS				LS	L	LS		LS
Light Blue TEXT		L	LS			L		L		LS
Teal TEXT	L			LS	L				LS	
Orange TEXT			L						L	LS
Magenta TEXT	L			LS	L				LS	L
Light Gray TEXT		LS	LS			LS	L	LS		LS
Black TEXT	LS			LS	LS		LS	L	LS	

Prestige Color Palette

We use the prestige palette for only our most formal communications, where an elevated tone is appropriate, visually and verbally. For example, this might include communications associated with the Office of the President or high-dollar donor requests.

The prestige palette relies on a slightly different brown and gold, especially in negative space, and dials back the use of secondary colors to teal and light blue.

If you aren't sure whether to use this palette or have questions about its application, contact University Marketing.

Brown Metallic

HEX	#492300
RGB	73 35 0
CMYK	15 60 92 80
PMS	8583C METALLIC

Gold Metallic

HEX	#A3832E
RGB	163 131 46
CMYK	34 43 100 10
PMS	8641 C METALLIC

Light Blue

HEX	#6BC9C9
RGB	107 201 201
CMYK	54 0 24 0
PMS	319 C

Teal

HEX	#006354
RGB	0 99 84
CMYK	100 0 49 0
PMS	3282 C