

# COLOR

## COLOR PALETTE + SHADES

<b>RED*</b> RGB: 200-16-46 CMYK: 0-100-81-4 PMS: 186 C HEX: #C8102E	<b>TEAL</b> RGB: 0-179-136 CMYK: 84-0-59-0 PMS: 339 C HEX: #00B388	<b>GOLD</b> RGB: 246-190-0 CMYK: 0-29-100-0 PMS: 7408 C HEX: #F6BE00	<b>GRAY*</b> RGB: 136-139-141 CMYK: 26-16-13-46 PMS: COOL GRAY 8 C HEX: #888B8D
<b>BRICK</b> RGB: 150-12-34 CMYK: 8-97-76-31 PMS: 704 C HEX: #960C22	<b>GREEN*</b> RGB: 0-134-108 CMYK: 100-10-61-38 PMS: 328 C HEX: #00866C	<b>MUSTARD</b> RGB: 216-155-0 CMYK: 10-30-100-0 PMS: 124 C HEX: #D89B00	<b>SLATE</b> RGB: 84-88-90 CMYK: 45-29-26-76 PMS: 425 C HEX: #54585A
<b>CHOCOLATE</b> RGB: 100-8-23 CMYK: 26-85-85-72 PMS: 490 C HEX: #640817	<b>FOREST</b> RGB: 0-89-80 CMYK: 90-25-70-68 PMS: 3305 C HEX: #005950	<b>OCHER*</b> RGB: 185-120-0 CMYK: 9-35-98-30 PMS: 1245 C HEX: #B97800	<b>BLACK</b> RGB: 0-0-0 CMYK: 0-0-0-100 PMS: BLACK HEX: #000000

The University’s color palette is described as a showcase of the bold nature related to the school. In relation to the recreation center, I believe it also exhibits the uniqueness of the different program areas.

Variety in shades allows for visual hierarchy without having to use too many conflicting colors near another.

Colors with labels in white text are dark enough to display behind white text and meet minimum AA accessibility contrast requirements. Those with labels in black will not pass AA accessibility behind white text. Those with an asterisk (\*) can pass with either white or black text. When pairing any other color of text, always check that the contrast ratio meets minimum accessibility requirements.

# LOGOS AND ICONS

## LOGO COLOR VARIATIONS



Social media presence is a major strength of the Rec.’s marketing staff and having patron engagement from a student body is a major advantage. The video team is always posting content and we want these to be an area of interest in flyers, screens, etc.

## SOCIAL MEDIA ICONS



Social media presence is a major strength of the Rec.’s marketing staff and having patron engagement from a student body is a major advantage. The video team is always posting content and we want these to be an area of interest in flyers, screens, etc.