Color is an essential part of brand identity and reinforces who we are with consistency.

Use the bold core and secondary colors in your work to help support the Clarkson brand. The University takes great pride in its core colors, green and gold, taken from the goldenrod, Thomas S. Clarkson’s favorite flower.

**CORE COLORS**
Everything we design should be recognizable as a Clarkson communication through the dominant use of our green and gold.

<table>
<thead>
<tr>
<th>CLARKSON GREEN</th>
<th>CLARKSON GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 3305</td>
<td>PMS 116</td>
</tr>
<tr>
<td>CMYK: 92/25/70/68</td>
<td>CMYK: 0/14/100/0</td>
</tr>
<tr>
<td>RGB: 0/78/66</td>
<td>RGB: 255/205/0</td>
</tr>
<tr>
<td>HEX: 004e42</td>
<td>HEX: ffed00</td>
</tr>
</tbody>
</table>

**SECONDARY COLORS: BOLD**
Adds vibrancy, intensity and youthfulness to communications for undergraduate and prospective undergraduate students. Use these colors sparingly.

<table>
<thead>
<tr>
<th>PMS 377</th>
<th>PMS 173</th>
<th>PMS 279</th>
<th>PMS 288</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 50/1/100/20</td>
<td>CMYK: 0/82/94/2</td>
<td>CMYK: 68/34/0/0</td>
<td>CMYK: 100/80/6/32</td>
</tr>
<tr>
<td>RGB: 122/154/1</td>
<td>RGB: 207/69/32</td>
<td>RGB: 65/143/222</td>
<td>RGB: 0/45/114</td>
</tr>
<tr>
<td>HEX: 7a9a01</td>
<td>HEX: cf4520</td>
<td>HEX: 41f8de</td>
<td>HEX: 002d72</td>
</tr>
</tbody>
</table>

**SECONDARY COLORS: MATURE**
A softened and mature palette for communications to alumni and professionals. Use these colors sparingly.

<table>
<thead>
<tr>
<th>PMS 5777</th>
<th>PMS 7510</th>
<th>PMS 542</th>
<th>PMS 7692</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 26/9/56/20</td>
<td>CMYK: 5/41/77/10</td>
<td>CMYK: 60/19/1/4</td>
<td>CMYK: 100 45 0 45</td>
</tr>
<tr>
<td>RGB: 162/165/105</td>
<td>RGB: 198/137/63</td>
<td>RGB: 123/175/212</td>
<td>RGB: 0/85/135</td>
</tr>
<tr>
<td>HEX: a2a569</td>
<td>HEX: c6893f</td>
<td>HEX: 7ba0d4</td>
<td>HEX: 005587</td>
</tr>
</tbody>
</table>

**NEUTRAL COLORS** (for use with both bold and mature secondary palettes)
Use tints of 30%, 50% and 75% of each of these colors to expand the neutral palette.

<table>
<thead>
<tr>
<th>PMS WARM GRAY 1</th>
<th>PMS WARM GRAY 6</th>
<th>PMS WARM GRAY 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 3/3/6/7</td>
<td>CMYK: 14/19/21/39</td>
<td>CMYK: 26/36/38/68</td>
</tr>
<tr>
<td>HEX: d7d2cb</td>
<td>HEX: a59c94</td>
<td>HEX: 6e6259</td>
</tr>
</tbody>
</table>

**SAMPLE COLOR RATIOS**

We are green and gold. Green is our base and gold is our accent. Think of white as a third primary color; white space in a design is important to allow the reader to focus on our message and photography.