

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.

<p><b>CLARKSON GREEN</b>                  PMS 3305                  CMYK: 92/25/70/68                  RGB: 0/78/66                  HEX: 004e42</p>	<p><b>CLARKSON GOLD</b>                  PMS 116                  CMYK: 0/14/100/0                  RGB: 255/205/0                  HEX: ffd000</p>
--	---

## SECONDARY COLORS: BOLD

Adds vibrancy, intensity and youthfulness to communications for undergraduate and prospective undergraduate students. Use these colors sparingly.

<p>PMS 377                  CMYK: 50/1/100/20                  RGB: 122/154/1                  HEX: 7a9a01</p>	<p>PMS 173                  CMYK: 0/82/94/2                  RGB: 207/69/32                  HEX: cf4520</p>	<p>PMS 279                  CMYK: 68/34/0/0                  RGB: 65/143/222                  HEX: 418fde</p>	<p>PMS 288                  CMYK: 100/80/6/32                  RGB: 0/45/114                  HEX: 002d72</p>
--	--	---	---

## SECONDARY COLORS: MATURE

A softened and mature palette for communications to alumni and professionals. Use these colors sparingly.

<p>PMS 5777                  CMYK: 26/9/56/20                  RGB: 162/165/105                  HEX: a2a569</p>	<p>PMS 7510                  CMYK: 5/41/77/10                  RGB: 198/137/63                  HEX: c6893f</p>	<p>PMS 542                  CMYK: 60/19/1/4                  RGB: 123/175/212                  HEX: 7bafd4</p>	<p>PMS 7692                  CMYK: 100 45 0 45                  RGB: 0/85/135                  HEX: 005585</p>
--	---	--	--

## 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.

<p>PMS WARM GRAY 1                  CMYK: 3/3/6/7                  RGB: 215/210/203                  HEX: d7d2cb</p>	<p>PMS WARM GRAY 6                  CMYK: 14/19/21/39                  RGB: 165/156/148                  HEX: a59c94</p>	<p>PMS WARM GRAY 11                  CMYK: 26/36/38/68                  RGB: 110/98/89                  HEX: 6e6259</p>
--	--	---

## 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.