

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>CLARKSON GREEN PMS 3305 CMYK: 92/25/70/68 RGB: 0/78/66 HEX: 004e42</p>	<p>CLARKSON GOLD PMS 116 CMYK: 0/14/100/0 RGB: 255/205/0 HEX: fcd00</p>
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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>
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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: 005587</p>
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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>
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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.