

COLOR PALETTE PRIMARY

The approved primary color palette is shown to the right.

CAMPUS GOLD

Pantone 110 C

HEX #DAAA00

C	2	R	218
M	22	G	170
Y	100	B	0
K	12		

CHANCELLOR GOLD

HEX #98700D

C	36	R	152
M	51	G	112
Y	100	B	13
K	16		

PURDUE BLACK

Pantone Process Black C

HEX #000000

C	0	R	0
M	0	G	0
Y	0	B	0
K	100		

Web copy uses this alternative color for headline copy only.

WHITE

100% White

HEX #FFFFFF

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

COLOR PALETTE SECONDARY

The approved secondary color palette is shown to the right.

SUMMIT YELLOW

HEX #FFCF01

C 0 R 255
M 18 G 207
Y 100 B 1
K 0

MARSH GREEN

HEX #D9DA55

C 12 R 217
M 0 G 218
Y 79 B 85
K 6

HERON BLUE

HEX #7AD0E2

C 48 R 122
M 0 G 208
Y 10 B 226
K 0

MONARCH ORANGE

HEX #F7921E

C 0 R 247
M 51 G 146
Y 100 B 30
K 0

ST. JOE GREEN

HEX #B8B30A

C 7 R 184
M 0 G 179
Y 100 B 10
K 28

1964 BLUE

HEX #59A3D2

C 60 R 89
M 19 G 163
Y 1 B 210
K 4

COLISEUM BRICK

HEX #B95A14

C 0 R 185
M 67 G 90
Y 100 B 20
K 28

APPLESEED GREEN

HEX #67963A

C 54 R 103
M 5 G 150
Y 94 B 58
K 24

THREE RIVERS TEAL

HEX #00B8B0

C 76 R 0
M 0 G 184
Y 38 B 176
K 0

FOOTPRINTS BROWN

HEX #674039

C 21 R 103
M 56 G 64
Y 49 B 57
K 60

LITTLE TURTLE GREEN

HEX #18601F

C 70 R 24
M 0 G 96
Y 100 B 31
K 60

KEKIONGA BLUE

HEX #53C556

C 58 R 60
M 32 G 85
Y 18 B 103
K 54

MASTODON GRAY

HEX #4E4540

C 26 R 78
M 31 G 69
Y 35 B 64
K 72

TUSKY GRAY

HEX #99928A

C 58 R 153
M 32 G 146
Y 18 B 138
K 54

CANAL PURPLE

HEX #A23F97

C 40 R 162
M 90 G 63
Y 0 B 151
K 0

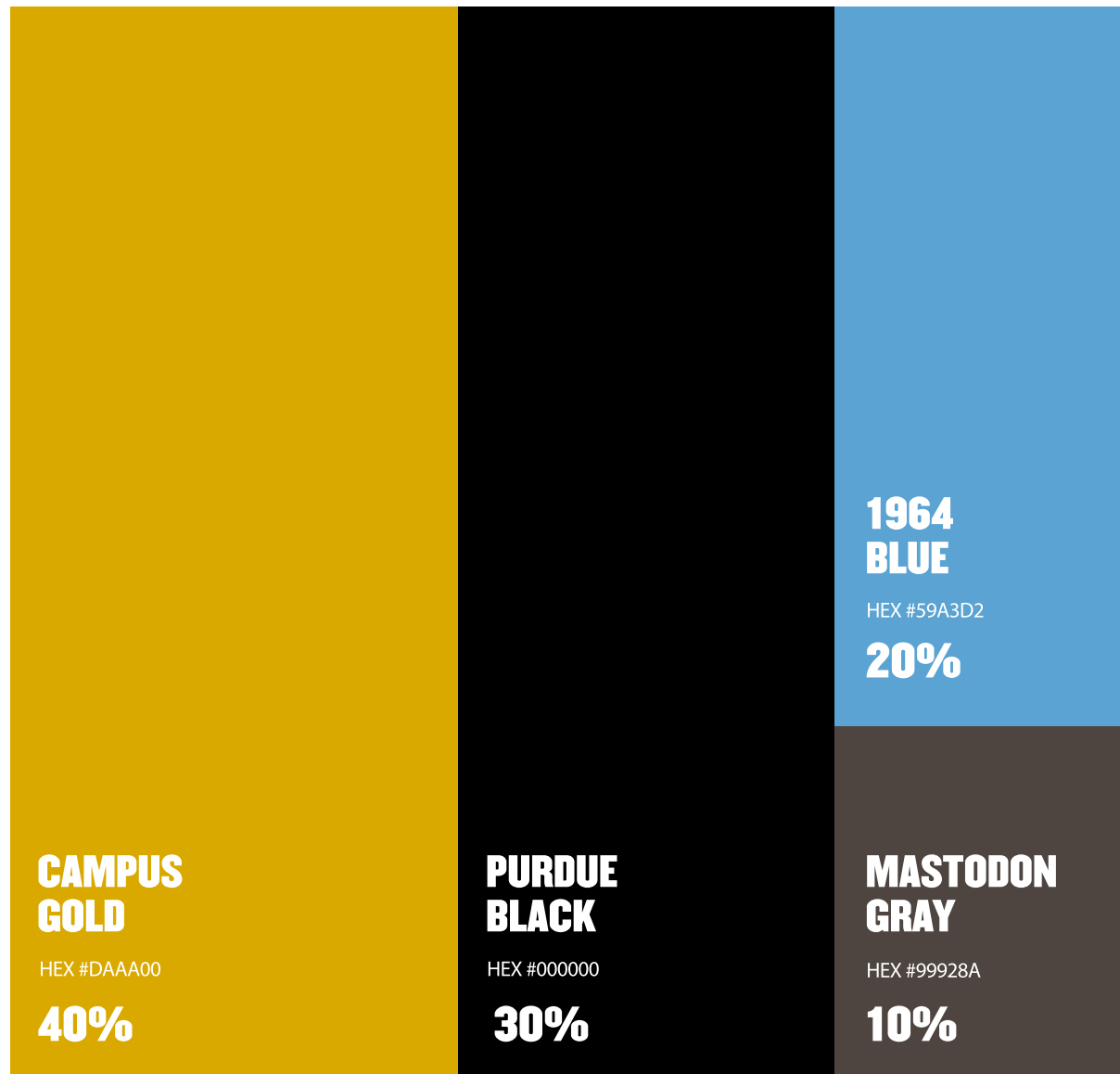
COLOR PALETTE PROPER MIX EXAMPLE A

An example of an acceptable balance of color between the primary color palette and the secondary color palette is shown to the right.

Regardless of which colors are used, it is necessary to limit use of the secondary color palette to a maximum of 30 percent relative to the primary color palette.

Do not use more than 20 percent of a single secondary color in a design.

Note: Heavy or large headlines filled with black count toward the black percentage balance of a composition. However, black body copy does not contribute to the percentage balance of black within a composition.



COLOR PALETTE PROPER MIX EXAMPLE B

An example of an acceptable balance of color between the primary color palette and the secondary color palette is shown to the right.

Regardless of which colors are used, it is necessary to limit use of the secondary color palette to a maximum of 30 percent relative to the primary color palette.

Do not use more than 20 percent of a single secondary color in a design.

Note: Heavy or large headlines filled with black count toward the black percentage balance of a composition. However, black body copy does not contribute to the percentage balance of black within a composition.

