



### Institutional Color Palette

For the visual identity of the college, the historic colors of black and gold must be the *primary* colors used in communications materials, supplemented with white and acceptable tints of black and gold. Two additional gold colors are also part of the primary color palette: Tiger Gold, a brighter gold reserved for athletics and admission marketing materials, and metallic gold, sometimes used on print materials for a richer accent color.

The expanded institutional palette is named after the rich colors found on our campus and our place in the West, and each has a harmonious color relationship to the CC Gold color. The expanded institutional palette helps communicate about what makes CC so unique and offers a flexible color system to help us communicate. These colors will be used in the main communications publications, including the Bulletin, office and department identity collateral, and strategic plan documents, and should also be accented with one of the primary colors.

1. CMYK and PMS values are used for off-set printed materials, whereas RGB and hex values are used for web and digital media.

2. To create a more unified CC, departments and offices are required to adopt the new color palette.

#### INSTITUTIONAL COLORS (PRIMARY)

C= 60  
M= 40  
Y= 40  
K= 100

R= 0  
G= 0  
B= 0

#000000

85%  
50%  
30%

CC Black

C= 20 PMS 1245  
M= 40  
Y= 100  
K= 0

R= 208  
G= 155  
B= 44

#D09B2C

40%

CC Gold

C= 0  
M= 0  
Y= 0  
K= 0

R= 255  
G= 255  
B= 255

#FFFFFF

White

C= 0 PMS 124  
M= 28  
Y= 100  
K= 6

R= 239  
G= 171  
B= 30

#EFAB1E

Tiger Gold

PMS 871

Metallic Gold

#### INSTITUTIONAL COLORS (EXPANDED)

C= 85  
M= 65  
Y= 0  
K= 0

R= 71  
G= 100  
B= 175

#4764AE

Pikes Peak Blue

C= 15  
M= 80  
Y= 100  
K= 5

R= 201  
G= 84  
B= 39

#C95327

Palmer Red

C= 50  
M= 0  
Y= 10  
K= 0

R= 116  
G= 206  
B= 226

#73CEE1

Colorado Sky

C= 5  
M= 10  
Y= 15  
K= 0

R= 239  
G= 225  
B= 211

#EFE0D2

Cutler Stone

C= 35  
M= 0  
Y= 85  
K= 20

R= 145  
G= 175  
B= 70

#91AF46

Armstrong Quad Green

C= 50  
M= 65  
Y= 90  
K= 60

R= 72  
G= 51  
B= 23

#483216

Western Bark

C= 70  
M= 80  
Y= 50  
K= 15

R= 95  
G= 70  
B= 95

#5F465E

Rocky Mountain Purple

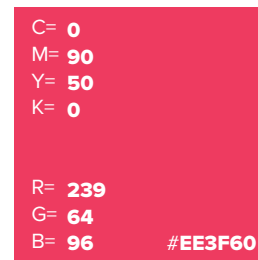
## Admission & Advancement Color Palettes

The **Admission palette** will be used for prospective students and other youthful audiences. These colors are vibrant, energetic, and focus on promoting decision-making. This palette will be used in Admission materials, including the view book, recruitment materials, and financial aid brochures, as well as promotions to students on campus. The brighter Tiger Gold is used in the admission palette for harmony among the more vibrant colors.

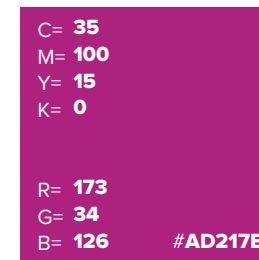
The **Advancement palette** is reserved for communicating to alumni, donors, and other external community partners. The color story is rich, earthy, and austere, and reflects the college's position as a high-quality academic institution. This color palette will be used in major campaign materials, the annual report, and materials used for the Annual Fund and gift planning.

*Admission and Advancement colors may be used for other marketing materials across campus at the discretion of the Office of Communications.*

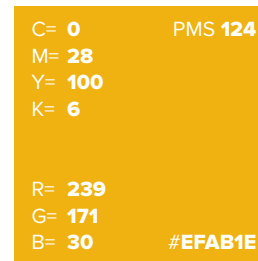
### ADMISSION COLORS



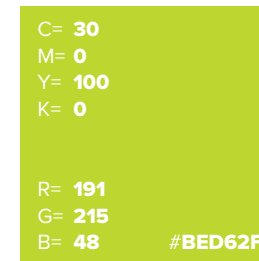
**Strawberry**



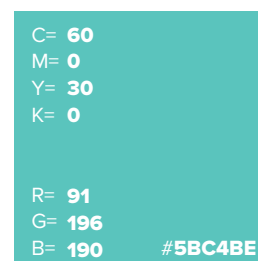
**Plum**



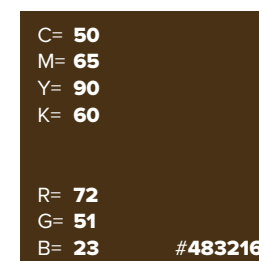
**Tiger Gold**



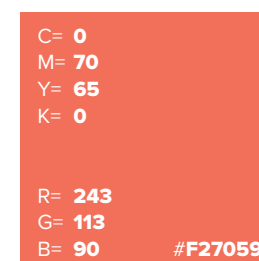
**Lime**



**Blueberry**

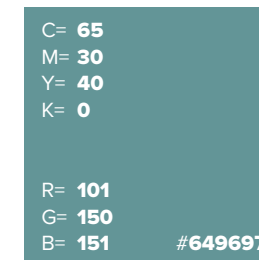


**Western Bark**

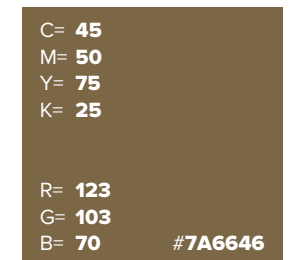


**Grapefruit**

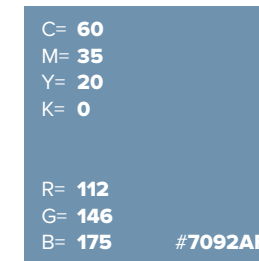
### ADVANCEMENT COLORS



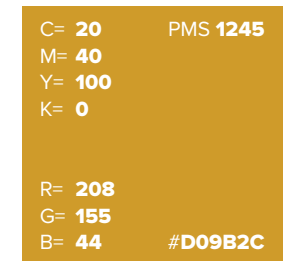
**Spruce**



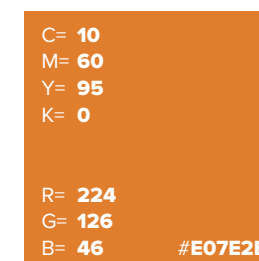
**Dark Sand**



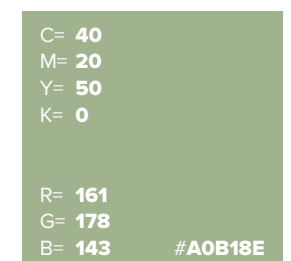
**Winter Dawn**



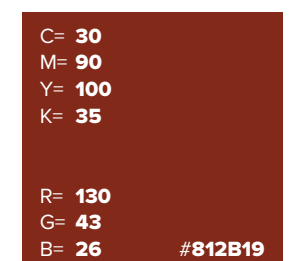
**CC Gold**



**Summer Sunset**



**Moss**



**Brick**