Colors

Institutional Color Palette

The historic and traditional college colors of black and gold must be the primary colors used in communications materials, supplemented with white and acceptable tints of black and gold.

Tiger Gold is also part of the primary color palette and is a brighter gold reserved for athletics and admission marketing materials, and for the Fine Arts Center.

The expanded institutional palette is named after the colors found on our campus and our place in the West, and each has a harmonious color relationship with the brighter 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 website, Bulletin magazine, 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 using ink. RGB and hex values (denoted with the # sign) are used for web and digital media.

2. Two CMYK values are indicated for CC Black, one made up of four inks for a richer deeper black in print and one that is made of 100% solid black ink.

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

### INSTITUTIONAL COLORS (PRIMARY)

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>PMS Value</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC Black</td>
<td>C= 0, M= 0, Y= 0, K= 85%</td>
<td>1225</td>
<td>D09B2C</td>
</tr>
<tr>
<td>CC Gold</td>
<td>C= 0, M= 0, Y= 100, K= 0</td>
<td>1245</td>
<td>D09B2C</td>
</tr>
<tr>
<td>White</td>
<td>C= 0, M= 0, Y= 0, K= 100</td>
<td>1235</td>
<td>FFFFFF</td>
</tr>
<tr>
<td>Tiger Gold</td>
<td>C= 0, M= 0, Y= 0, K= 0</td>
<td>1215</td>
<td>D09B2C</td>
</tr>
</tbody>
</table>

### INSTITUTIONAL COLORS (EXPANDED)

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pikes Peak Blue</td>
<td>C= 15, M= 80, Y= 100, K= 5</td>
<td>R= 201, G= 84, B= 39</td>
<td>D09B2C</td>
</tr>
<tr>
<td>Colorado Sky</td>
<td>C= 35, M= 85, Y= 80, K= 20</td>
<td>R= 145, G= 175, B= 70</td>
<td>D09B2C</td>
</tr>
<tr>
<td>Palmer Red</td>
<td>C= 5, M= 10, Y= 15, K= 0</td>
<td>R= 239, G= 225, B= 211</td>
<td>D09B2C</td>
</tr>
<tr>
<td>Tava Quad Green</td>
<td>C= 35, M= 60, Y= 80, K= 55</td>
<td>R= 95, G= 62, B= 35</td>
<td>D09B2C</td>
</tr>
<tr>
<td>Cutler Stone</td>
<td>C= 65, M= 80, Y= 50, K= 5</td>
<td>R= 113, G= 78, B= 103</td>
<td>D09B2C</td>
</tr>
<tr>
<td>Western Bark</td>
<td>C= 65, M= 80, Y= 50, K= 5</td>
<td>R= 113, G= 78, B= 103</td>
<td>D09B2C</td>
</tr>
<tr>
<td>Rocky Mountain Purple</td>
<td>C= 65, M= 80, Y= 50, K= 5</td>
<td>R= 113, G= 78, B= 103</td>
<td>D09B2C</td>
</tr>
</tbody>
</table>
Colors

Additional Color Palettes

The **energetic colors palette** is used to communicate to youthful audiences, like current and prospective students. These colors are vibrant and promote excitement and decision-making.

This palette is 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 (named here “Lemon”) is used in the admission palette for harmony among the more vibrant colors.

The **sophisticated colors palette** is reserved for communicating to alumni, donors, and other external community partners. The color story is rich, earthy, and confident, 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.

*These color palettes may be used for other marketing materials across campus at the discretion of the Office of Communications.*
Colors

Fine Arts Center Communications

An additional color palette is reserved for Fine Arts Center Communications. Most of these colors are included in other institutional palettes but renamed to reflect their specific use. These colors are also similar to the color palette used by the FAC before the CC alliance.

The only color reserved for Fine Arts Center use is FAC Red, a bright, energetic red that reflects their value and purpose as an historic arts institution and applied to their logo, a red square frame highly recognized in the local community.

COLORS USED FOR THE FINE ARTS CENTER

FAC Red

C: 5  M: 98  Y: 100  K: 0
R: 227  G: 39  B: 38  #E32726

FAC Gold

C: 0  M: 32  Y: 95  K: 0
R: 255  G: 183  B: 27  #FFB71B

FAC Green

C: 35  M: 0  Y: 85  K: 20
R: 145  G: 175  B: 70  #91AF46

FAC Purple

C: 65  M: 80  Y: 50  K: 5
R: 113  G: 78  B: 103  #714D67

FAC Brown

C: 35  M: 60  Y: 80  K: 55
R: 95  G: 62  B: 35  #5F3E23