

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)

C= 60	C= 0	85%
M= 40	M= 0	
Y= 40	Y= 0	50%
K= 100	K= 100	
R= 0		30%
G= 0		
B= 0	#000000	

CC Black

C= 20	PMS 1245	40%
M= 40		
Y= 100		
K= 0		
R= 208		
G= 155		
B= 44	#D09B2C	

CC Gold

C= 0	
M= 0	
Y= 0	
K= 0	
R= 255	
G= 255	
B= 255	#FFFFFF

White

C= 0	PMS 1235
M= 32	
Y= 95	
K= 0	
R= 255	
G= 183	
B= 27	#FFB71B

Tiger Gold

INSTITUTIONAL COLORS (EXPANDED)

C= 80	C= 50
M= 65	M= 0
Y= 0	Y= 10
K= 0	K= 0
R= 71	R= 116
G= 100	G= 206
B= 175	B= 226
#4764AF	#74CEE2

Pikes Peak Blue

Colorado Sky

C= 15	C= 35
M= 80	M= 0
Y= 100	Y= 85
K= 5	K= 20
R= 201	R= 145
G= 84	G= 175
B= 39	B= 70
#C95427	#91AF46

Palmer Red

Tava Quad Green

C= 5	C= 35
M= 10	M= 60
Y= 15	Y= 80
K= 0	K= 55
R= 239	R= 95
G= 225	G= 62
B= 211	B= 35
#EFE1D3	#5F3E23

Cutler Stone

Western Bark

C= 65
M= 80
Y= 50
K= 5
R= 113
G= 78
B= 103
#714E67

Rocky Mountain Purple

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.

ENERGETIC COLORS

C= 0 M= 90 Y= 50 K= 0	C= 0 M= 70 Y= 65 K= 0
R= 239 G= 64 B= 96	R= 243 G= 113 B= 90
#EF4060	#F3715A

Strawberry

Grapefruit

C= 0 M= 32 Y= 95 K= 0	PMS 1235 C= 30 M= 0 Y= 100 K= 0
R= 255 G= 183 B= 27	R= 191 G= 215 B= 48
#FFB71B	#BFD730

Lemon

Lime

C= 60 M= 0 Y= 30 K= 0	C= 35 M= 100 Y= 15 K= 0
R= 91 G= 196 B= 191	R= 173 G= 34 B= 126
#5BC4BF	#AD227E

Blueberry

Plum

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

Chocolate

SOPHISTICATED COLORS

C= 65 M= 30 Y= 40 K= 0	C= 60 M= 35 Y= 20 K= 0
R= 101 G= 150 B= 151	R= 112 G= 146 B= 175
#659697	#7092AF

Spruce

Winter Dawn

C= 20 M= 40 Y= 100 K= 0	PMS 1245 C= 40 M= 20 Y= 50 K= 0
R= 208 G= 155 B= 44	R= 161 G= 178 B= 143
#D09B2C	#A0B28F

CC Gold

Moss

C= 10 M= 60 Y= 95 K= 0	C= 30 M= 90 Y= 100 K= 35
R= 224 G= 126 B= 46	R= 130 G= 43 B= 26
#E07E2E	#822B1A

Summer Sunset

Brick

C= 45 M= 50 Y= 75 K= 25
R= 123 G= 103 B= 70
#7B6746

Dark Sand

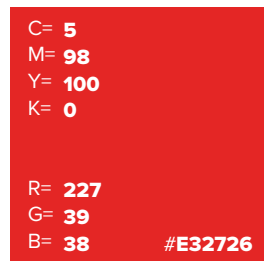
Colors

Fine Arts Center Communications

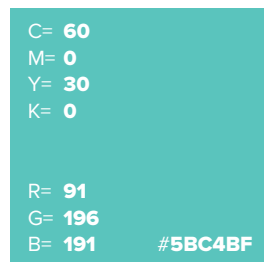
An additional color palette is reserved for **Fine Arts Center Communications**. Most of these colors are included in other institutional palettes but renamed to reflect their specific use. These colors are also similar to the color palette used by the FAC before the CC alliance.

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.

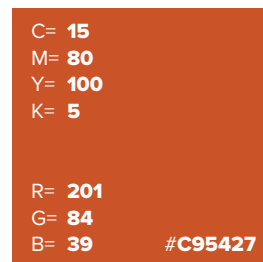
COLORS USED FOR THE FINE ARTS CENTER



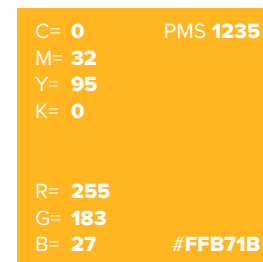
FAC Red



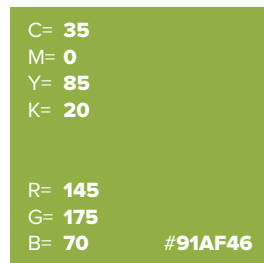
Turquoise



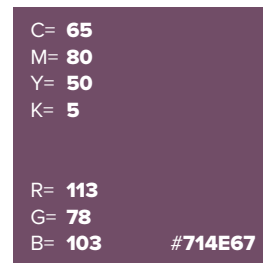
Terracotta



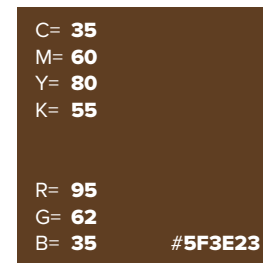
FAC Gold



FAC Green



FAC Purple



FAC Brown