

# BRAND COLOR PALETTE

The primary brand colors for Monmouth University are SHADOW BLUE (Pantone 295) and WHITE. These colors are deeply rooted within our DNA and therefore comprise our primary color palette. While all communications should use these hero colors, we offer a range of other colors to complement them. Consistent use of the primary Pantone 295 color builds brand recognition and must not be altered or replaced. When reproduced in color, the wordmark must use the Pantone, CMYK, RGB, or Hex (web) color equivalent shown. Variations of all University marks can be provided by the University. For two-color jobs, one of the colors should always be Shadow Blue (PMS 295). For four-color jobs, additional colors may be selected in combination with Shadow Blue.

## PRIMARY BRAND COLOR

<b>SHADOW BLUE 295 C</b> RGB 0 40 85 HEX/HTML #004C97 CMYK 100 69 8 54	<b>WHITE</b> RGB 255 255 255 HEX/HTML #ffffff CMYK 0 0 0 0
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## SECONDARY BRAND COLORS

Secondary accent colors should only be used as bars, boxes, lines, or type. The primary colors when you look at the finished piece should be Shadow Blue (Pantone 295) and white.

**2945 C**  
 RGB 0 76 151  
 HEX/HTML #004C97  
 CMYK 100 53 2 16

**292 C**  
 RGB 105 179 231  
 HEX/HTML #69B3E7  
 CMYK 59 11 0 0

**431 C**  
 RGB 91 103 112  
 HEX/HTML #5B6770  
 CMYK 45 25 16 59

**COOL GRAY 3 C**  
 RGB 200 201 199  
 HEX/HTML #C8C9C7  
 CMYK 8 5 7 16

**COOL GRAY 7 C**  
 RGB 151 153 155  
 HEX/HTML #97999B  
 CMYK 20 14 12 40

**COOL GRAY 10 C**  
 RGB 99 102 106  
 HEX/HTML #63666A  
 CMYK 40 30 20 66

**UNDERGRADUATE ACCENT COLOR 152 C**  
 RGB 229 114 0  
 HEX/HTML #E57200  
 CMYK 0 66 100 0

**GRADUATE ACCENT COLOR 7503 C**  
 RGB 170 151 103  
 HEX/HTML #AB9E6E  
 CMYK 34 35 68 4

**METALLIC 872 C**  
 RGB 133 113 77  
 HEX/HTML #85714D  
 CMYK 0 25 56 51

## TERTIARY BRAND COLORS

Tertiary colors are to be used sparingly in lines, shape outlines, and thin bars. This palette is designed to ONLY be used in subtle areas that complement the primary Shadow Blue and secondary palette. Often only a small amount is needed and should never overpower the primary or secondary palette.

**128 C**  
 RGB 243 213 78  
 HEX/HTML #F3D54E  
 CMYK 0 7 75 0

**490 C**  
 RGB 93 42 44  
 HEX/HTML #5D2A2C  
 CMYK 26 85 85 72

**3025 C**  
 RGB 0 79 113  
 HEX/HTML #004F71  
 CMYK 100 27 10 56

**5545 C**  
 RGB 67 105 91  
 HEX/HTML #43695B  
 CMYK 62 19 45 50

**200 C**  
 RGB 186 12 47  
 HEX/HTML #BA0C2F  
 CMYK 3 100 70 12