PRIMARY COLORS

These primary colors, and new additions Buchtel Blue and Prezi Gold, should be heavily featured on any piece of collateral produced by the University.

Be sure to use the appropriate color breaks for the output method. RGB and HEX codes are for digital use, while CMYK and PMS are for print use. Colors may appear differently from screen to print materials.

Please Note: This is an RGB document. All colors and swatches in this document will not print accurately.

BUCHTEL BLUE

RGB: 7 / 12 / 114
HEX: #070c72
CMYK: 100 / 100 / 0 / 20
PMS: Pantone Reflex Blue

PREZI GOLD

RGB: 157 / 147 / 98
HEX: #9d9362
CMYK: 39 / 34 / 72 / 6
PMS: 451

SECONDARY COLORS

Secondary colors add flexibility to our color system and support the University's primary colors. These secondary colors should be reserved for use in subheads, statistics and small graphics.

Please Note: This is an RGB document. All colors and swatches in this document will not print accurately.
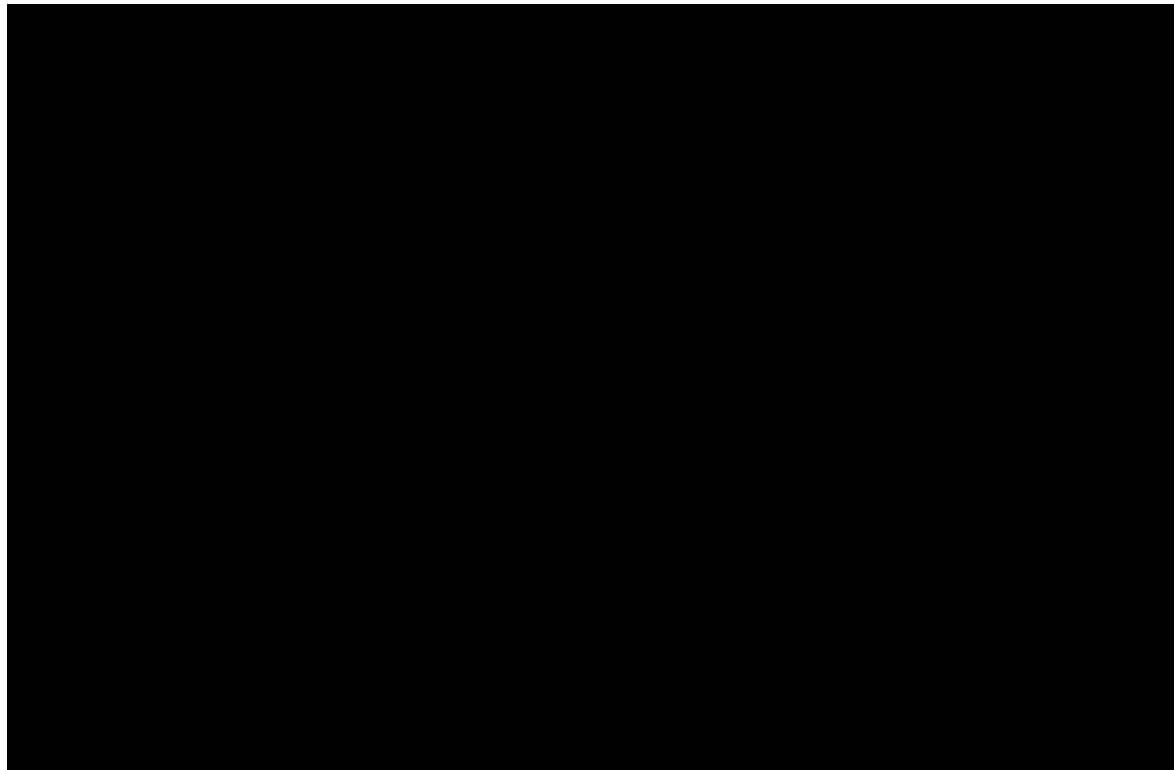
BLACK

RGB: 0 / 0 / 0
HEX: #000000
CMYK: 40 / 30 / 20 / 100
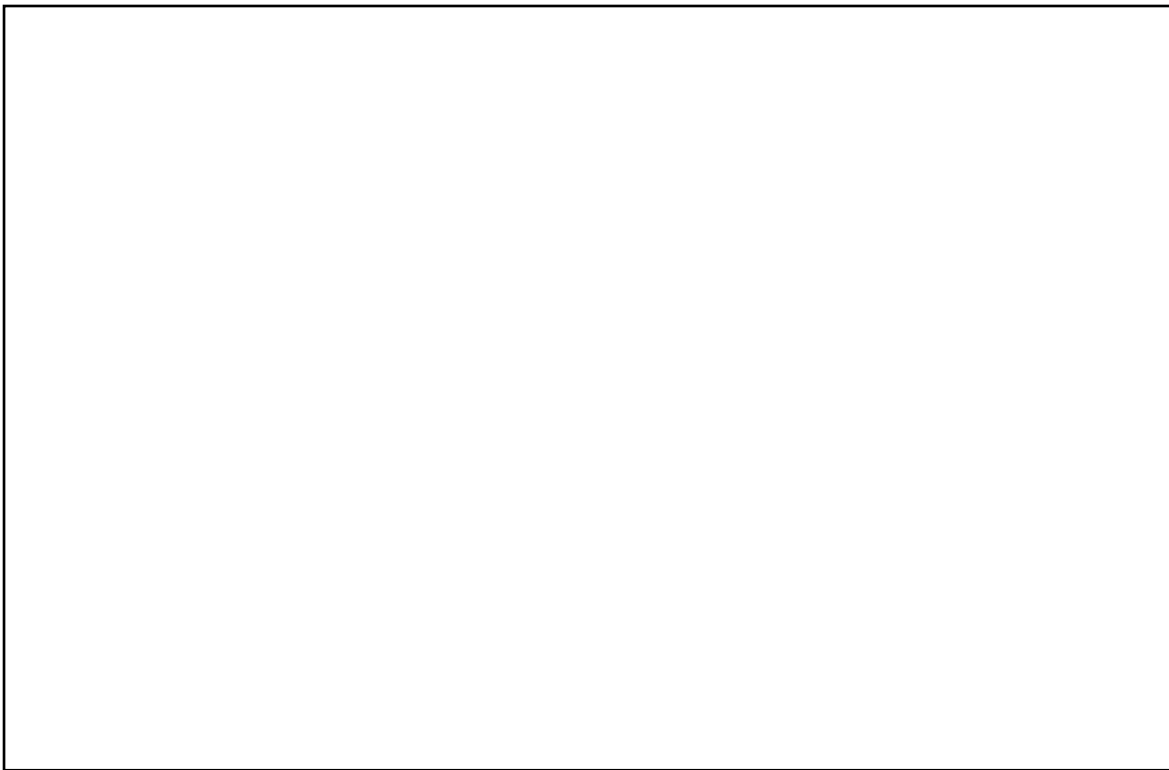
WHITE

RGB: 255 / 255 / 255
HEX: #ffffff
CMYK: 0 / 0 / 0 / 0

BRIGHT BLUE

RGB: 30 / 99 / 175
HEX: #1E63AF
CMYK: 90 / 64 / 0 / 0
PMS: 7684

DAYLILY

RGB: 255 / 250 / 160
HEX: #fffaa0
CMYK: 0 / 0 / 45 / 0
PMS: 917

KANGAROO BLUE

RGB: 35 / 35 / 255
HEX: #2323ff
DIGITAL COLOR ONLY

TERTIARY COLORS

These tertiary colors should be reserved for small moments and used sparingly to introduce pops of color and excitement to highlight content, add movement or break up space.

Please Note: This is an RGB document. All colors and swatches in this document will not print accurately.
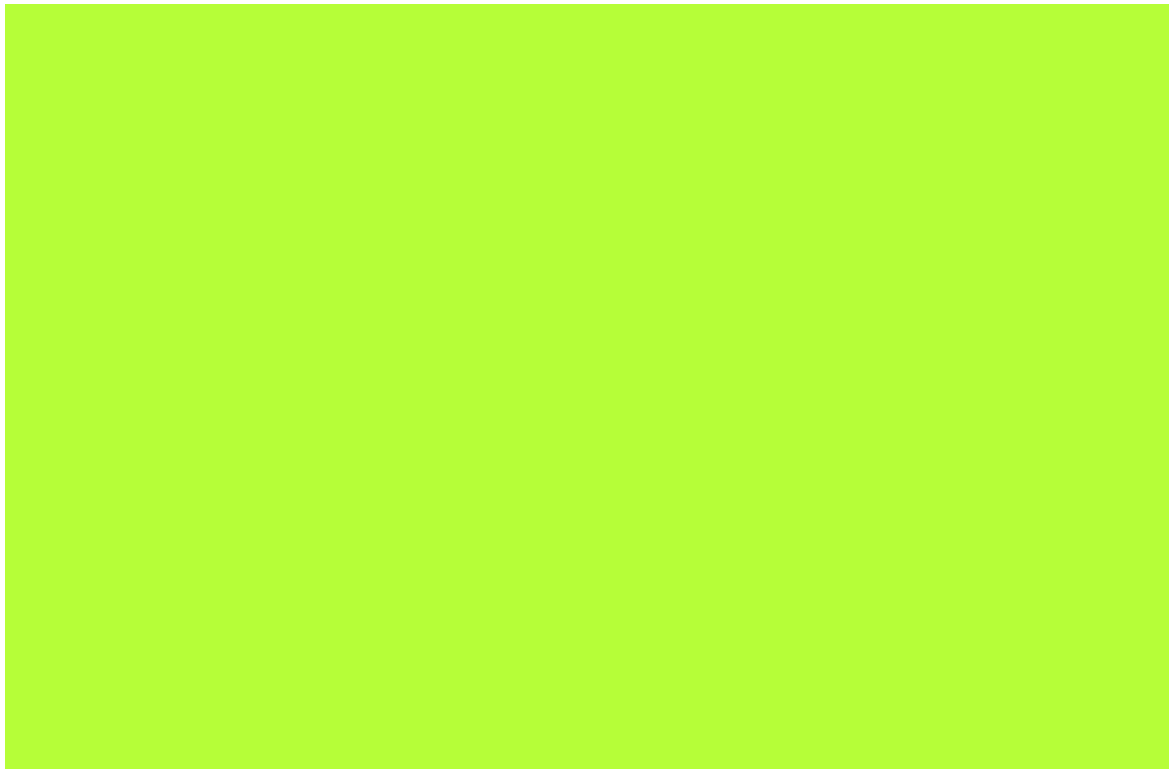
ZIPPY GREEN (DIGITAL)

RGB: 182 / 254 / 56
HEX: #b6fe38

ZIPPY GREEN (PRINT)

CMYK: 24 / 0 / 88 / 0

OHIO ORANGE

RGB: 255 / 71 / 10
HEX: #ff470a
CMYK: 4 / 90 / 100 / 1
PMS: 485

POLYMER PINK

RGB: 254 / 195 / 215
HEX: #fec3d7
CMYK: 2 / 26 / 6 / 0
PMS: 2043

BLOSSOM BLUE

RGB: 172 / 204 / 242
HEX: #acccf2
CMYK: 31 / 11 / 0 / 0
PMS: 277

LUX YELLOW

RGB: 255 / 212 / 0
HEX: #ffd400
CMYK: 0 / 9 / 100 / 0
PMS: 108

COLOR IN USE

Color proportions are key to ensuring that while we incorporate secondary colors into brand work, anything made by the University still feels recognizable as The University of Akron.

This is the preferred color proportion breakdown for all colors in the palette. While it is impossible to be exact with color proportions, this should serve as a basic guideline for using colors.

60%

25%

10%

<5%
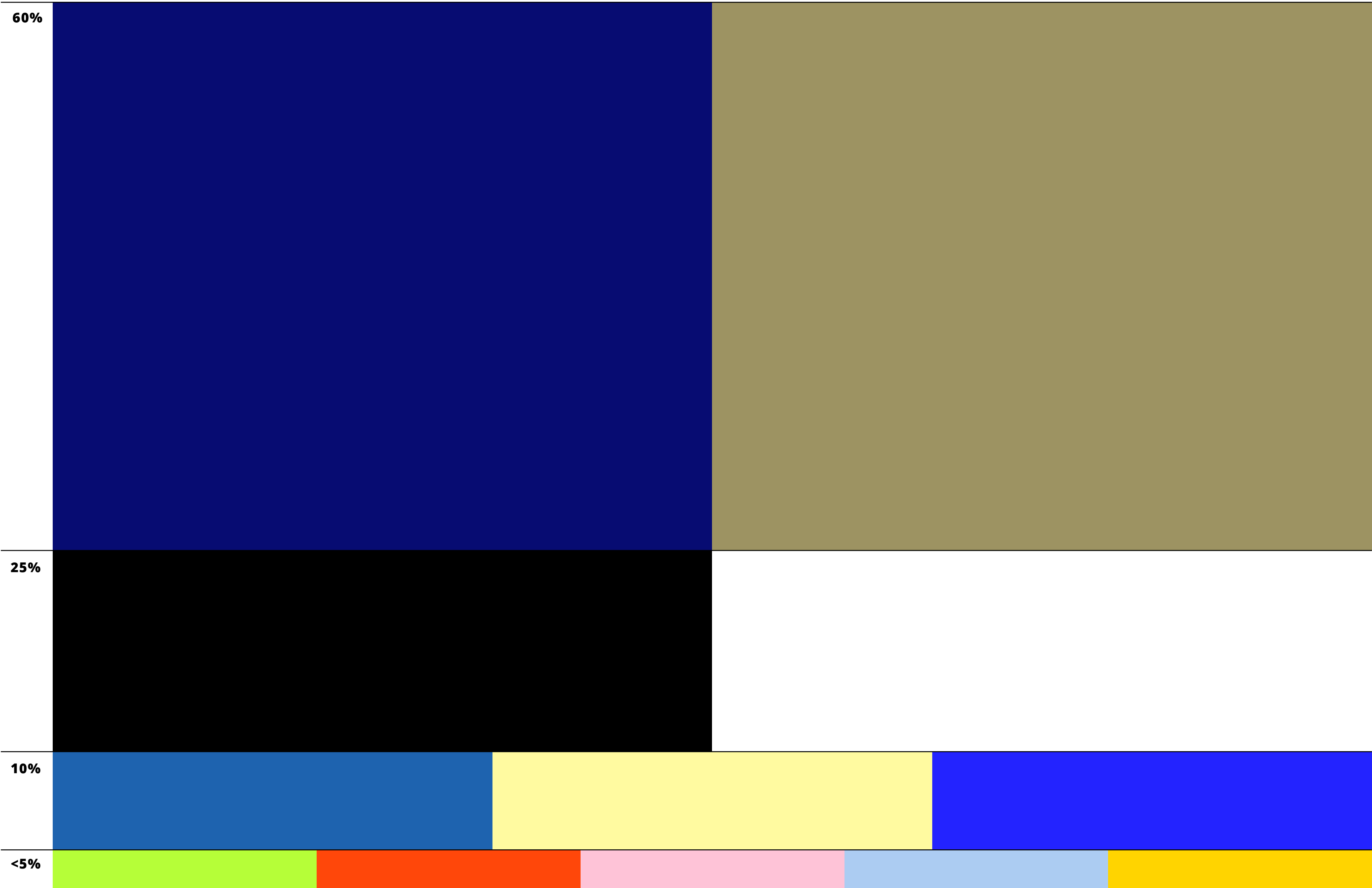
TYPEFACES

ALTIVO

APPROVED WEIGHTS

Altivo Extra Light
Altivo Regular
Altivo Bold
Altivo Ultra

Altivo is big and bold, and should be used when creating impactful moments (headlines, breaker slides, pops of text).

Nicholas

APPROVED WEIGHTS

Nicholas Regular
Nicholas Regular Italic
Nicholas Semibold
Nicholas Bold
Nicholas Extra Bold

Nicholas is more elegant, academic and refined. It can be used in myriad ways, but works best in headlines, subheads or short blocks of copy.

Open Sans

APPROVED WEIGHTS

Open Sans Light
Open Sans Regular
Open Sans Semibold
Open Sans Bold
Open Sans Extrabold

Open Sans is fun and easy to digest. This useful font is primarily used as body copy, or little breadcrumbs and callouts.

Altivo - Adobe ⬇   **Nicholas - Adobe** ⬇   **Open Sans - Adobe** ⬇   **Open Sans - Google** ⬇