PROJECT / DATE / NOVEMBER 14, 2014

# COLUMBUS STATE COMMUNITY COLLEGE PROPOSED COLOR PALETTE ADDITIONS

# REVISED COLOR PALETTE - HIGHLIGHT ADDITIONS

# A More Flexible Color Palette

Columbus State asked Ologie to look at expanding the existing brand color palette. While the existing colors establish a very spirited and direct tone and personality for the college centered on a rich and cohesive palette of blues and grays, the team felt a need for more options that break through the original collection of colors.

# **Highlights**

The new colors provide a strong distinction that is useful for highlighting elements in communication tactics.

**EXISTING PALETTE** 

NEW HIGHLIGHT COLORS

### CORE

CMYK: **97, 45, 26, 3** RGB: **0, 114, 152** HEX: **007298** 

CMYK: **64, 61, 65, 54** RGB: **62, 57, 53** HEX: **3E3935** 

PMS BLACK 7

WHITE

CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: FFFFF

### **ACCENT**

PMS COOL GRAY 10 CMYK: **61**, **53**, **48**, **19** 

CMYK: **61, 53, 48, 19** RGB: **100, 101, 105** HEX: **646569**  PMS 442

CMYK: **39**, **25**, **30**, **0** RGB: **160**, **172**, **170** HEX: **AOACAA**  BLACK - 10% TINT

CMYK: 0, 0, 0, 10 RGB: 235, 235, 235 HEX: EBEBEB

PMS 3035

CMYK: **100, 66, 48, 38** RGB: **0, 62, 82** HEX: **003E52**  PMS 7710

CMYK: **80, 12, 29, 0** RGB: **0, 165, 181** HEX: **00A5B5**  PMS 304

CMYK: **37, 0, 7, 0** RGB: **153, 218, 234** HEX: **99DAEA** 

### **HIGHLIGHT**

PMS 1235

CMYK: **0, 31, 98, 0** RGB: **255, 184, 28** HEX: **FFB81C**  PMS 584

CMYK: **21, 0, 89, 0** RGB: **210, 215, 85** HEX: **D2D755**  PMS 368

CMYK: **65, 0, 100, 0** RGB: **120, 190, 32** HEX: **78BE20** 

# **COLOR IN USE**

# **COLOR SPECTRUMS**

Like the current color-use spectrum, the brand will use the core and accent color palettes when communicating with different audiences. The highlight colors provide flexibility for designers when managing content in more complex layouts.

# PROSPECTIVE STUDENTS, CURRENT STUDENTS, FACULTY, AND STAFF



# **ALUMNI AND COMMUNITY**



# **COLOR IN USE - Tactics**

## **PRINT MATERIALS**







## **CONTENT DIFFERENTIATION**

Use core and accent color to establish the brand in any marketing communication. Content that has multiple components in need of further differentiation can apply the additional highlight colors.



Accessible Beyond Measure

We can talk about the value of an open-access public college in terms of degrees awarded or dollars earned. But then, there are the things that can never be measured.

The way a student thrives in a small classroom environment. The faculty member who inspires an entrepreneur to begin. The opportunity to earn your way into your college of choice.

70% of our students receive financial aid

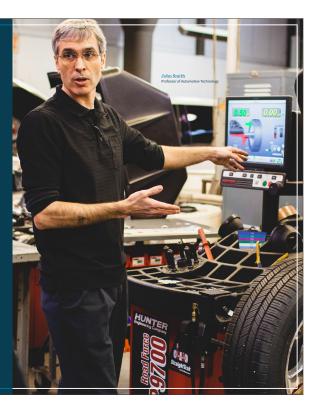
most online courses available in Ohio

scholarships \$0 debt

40+ direct transfer **programs** to colleges and universities like Ohio State and Otterbein

11 LOCATIONS

60% of our students 300 available leave with

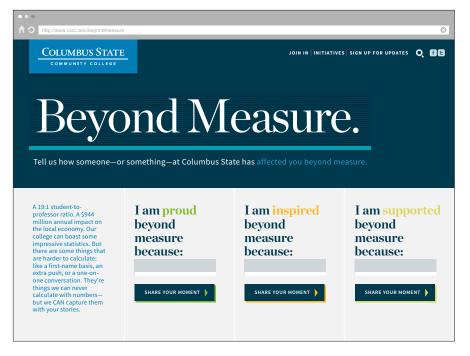


**NEW HIGHLIGHT COLORS** 

Use for dense content differentiation.

# **COLOR IN USE - Tactics**

## **MICROSITE**



### **TONE**

In this example, the additional highlight colors create a positive tone that is appropriate to content of the microsite. Core and accent colors establish brand alignment on the home page.



# **NEW HIGHLIGHT COLORS**

Use for dense content differentiation.

