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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**	**PMS BLACK 7** CMYK: **64, 61, 65, 54** RGB: **62, 57, 53** HEX: **3E3935**	**WHITE** CMYK: **0, 0, 0, 0** RGB: **255, 255, 255** HEX: **FFFFFF**

ACCENT

PMS COOL GRAY 10 CMYK: **61, 53, 48, 19** RGB: **100, 101, 105** HEX: **646569**	**PMS 442** CMYK: **39, 25, 30, 0** RGB: **160, 172, 170** HEX: **A0ACAA**	**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.

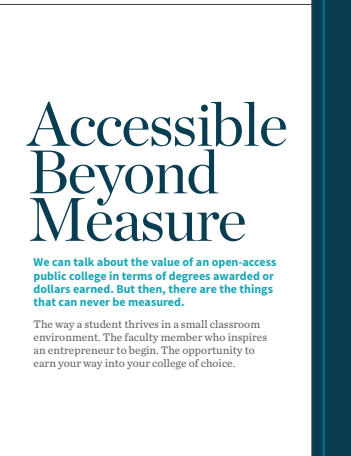**PROSPECTIVE STUDENTS, CURRENT STUDENTS, FACULTY, AND STAFF**

**ALUMNI AND COMMUNITY**

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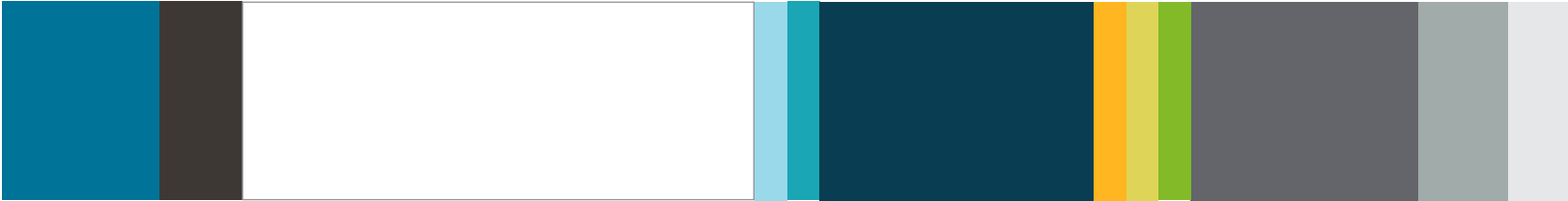
PRINT MATERIALS

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.

NEW HIGHLIGHT COLORS
Use for dense content differentiation.

Color in Use – *Tactics*

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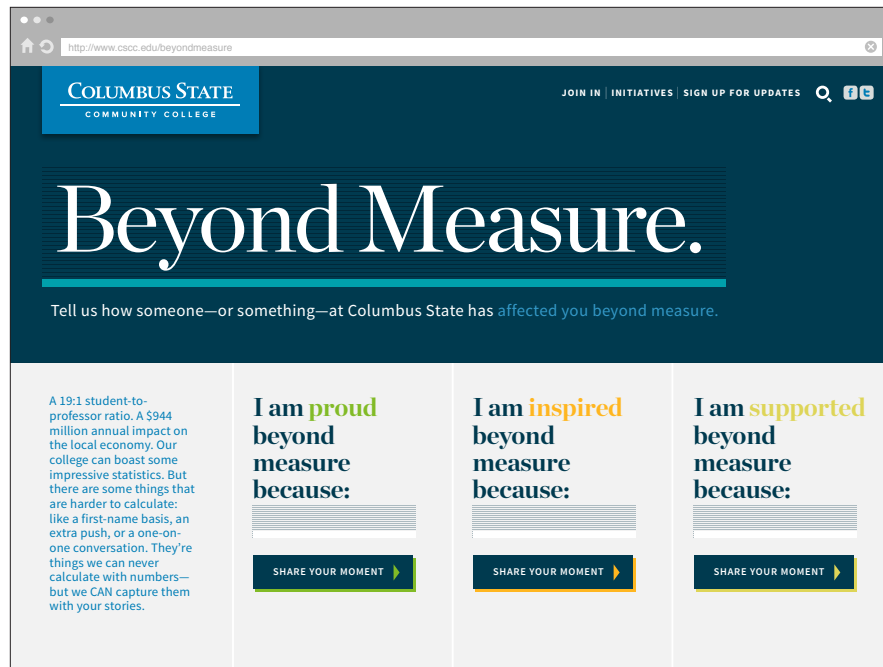
TONE
In this example, the additional highlight colors create a positive tone that is appropriate to content of the microsite. Core and accent colors establish brand alignment on the home page.

NEW HIGHLIGHT COLORS
Use for dense content differentiation.

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