Visual Brand Language at a Glance

UNIVERSITY SIGNATURE

COLOR PALETTE

COLLEGE SIGNATURE

TYPOGRAPHY

College of Liberal Arts

PHOTOGRAPHY STYLE

STAMPS

ICONS

SEAMLESS PATTERNS

COLORS

MONTserrat

College of Liberal Arts

Roboto

City

Streetwear

Col.altlege of Liberal Arts

Montserrat

College of Liberal Arts

Roboto

City

Streetwear

Col.altlege of Liberal Arts
COLOR BREAKDOWNS

**CSU Green**
- Pantone: 357
- CMYK: 92, 18, 94, 61
- RGB: 30, 77, 43
- HEX: #1E4D2B

**CSU Gold**
- Pantone: 617
- CMYK: 61, 64, 13
- RGB: 200, 195, 114
- HEX: #C8C372

**White**
- Pantone: 617 (20% tint)
- CMYK: 0, 0, 0, 0
- RGB: 255, 255, 255
- HEX: #FFFFFF

**Pale Gold**
- Pantone: 418 (10% tint)
- CMYK: 5, 3, 14, 0
- RGB: 242, 239, 220
- HEX: #F2EFDC

**Pale Gray**
- Pantone: 418
- CMYK: 4, 3, 4, 7
- RGB: 65, 70, 63
- HEX: #E0E1DF

**Dark Gray**
- Pantone: 303
- CMYK: 100, 47, 22, 82
- RGB: 0, 29, 52
- HEX: #F26322

**Navy Blue**
- Pantone: 7699
- CMYK: 34, 0, 5, 0
- RGB: 162, 220, 237
- HEX: #00A176

**Medium Blue**
- Pantone: 2975
- CMYK: 82, 0, 67, 11
- RGB: 0, 161, 118
- HEX: #93D0AC

**Light Blue**
- Pantone: 7724
- CMYK: 43, 0, 41, 0
- RGB: 147, 208, 172
- HEX: #F9A872

**Jade**
- Pantone: 345
- CMYK: 0, 19, 79, 0
- RGB: 255, 206, 81
- HEX: #FFCE51

**Mint**
- Pantone: 1225
- CMYK: 0, 40, 59, 0
- RGB: 242, 99, 34
- HEX: #F26322

**Malize**
- Pantone: 714
- CMYK: 0, 76, 100, 0
- RGB: 160, 40, 22
- HEX: #A02816

**Apricot**
- Pantone: 166
- CMYK: 7, 100, 10, 21
- RGB: 182, 0, 106
- HEX: #B6006A

**Tangerine**
- Pantone: 484
- CMYK: 8, 92, 100, 33
- RGB: 249, 168, 114
- HEX: #FFCE51

**Crimson**
- Pantone: 227
- CMYK: 7, 100, 10, 21
- RGB: 182, 0, 106
- HEX: #B6006A

**Magenta**
- Pantone: 922
- CMYK: 0, 40, 59, 0
- RGB: 242, 99, 34
- HEX: #F26322

COLOR PROPORTIONS

**COLOR PROPORTIONS BY DISCIPLINE**

**Arts**
- Art and Art History
- Dance
- Music and Music Therapy
- Theatre
- LEAP Institute for the Arts

** Humanities**
- English
- History
- Languages, Literatures, and Cultures
- Philosophy

** Social Sciences**
- Anthropology
- Communication Studies
- Economics
- Ethnic Studies
- Geography
- Journalism and Media Communication
- Political Science
- Public Policy and Administration
- Sociology
- Sport Management

**Interdisciplinary**
- Interdisciplinary Liberal Arts
- International Studies
- Women's and Gender Studies

COLOR PROPORTIONS BY DISCIPLINE

* Departments are encouraged to use their discipline’s two assigned primary accent colors, though use of the full CLA color palette is allowed.
### Color Accessibility

This contrast grid tests many foreground and background color combinations for compliance with WCAG 2.0 minimum contrast.

https://col.st/pko9B

**Use color combinations tagged with “AAA” or “AA” freely.**

**Use color combinations tagged with “AA18” for >18 pt type only.**

**Do not use color combinations tagged with “DNP.”**
Typography

**MONTSERRAT**

Montserrat is available for free download from Google Fonts: https://fonts.google.com/specimen/Montserrat. It is licensed under the Open Font License. (It can be used freely in products and projects – print or digital, commercial or otherwise. However, fonts cannot be sold on their own.)

**ROBOTO**

Roboto is available for free download from Google Fonts: https://fonts.google.com/specimen/Roboto. It is licensed under the Apache License, Version 2.0. (It can be used freely in products and projects – print or digital, commercial or otherwise. However, fonts cannot be sold on their own.)

**CITY STREETWEAR**

City Streetwear is a licensed font, which can be purchased from https://www.myfonts.com/fonts/cultivated-mind/city-streetwear/ A select number of licenses are available to the College of Liberal Arts; please contact Beth.Etter@colostate.edu.
Icons, Patterns, and Stamps

**Icons**

<table>
<thead>
<tr>
<th>Icon 1</th>
<th>Icon 2</th>
<th>Icon 3</th>
<th>Icon 4</th>
<th>Icon 5</th>
<th>Icon 6</th>
<th>Icon 7</th>
<th>Icon 8</th>
<th>Icon 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light bulb</td>
<td>Note</td>
<td>Earth</td>
<td>Laptop</td>
<td>Painting</td>
<td>Leaf</td>
<td>Scale</td>
<td>Camera</td>
<td>Building</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Icon 10</th>
<th>Icon 11</th>
<th>Icon 12</th>
<th>Icon 13</th>
<th>Icon 14</th>
<th>Icon 15</th>
<th>Icon 16</th>
<th>Icon 17</th>
<th>Icon 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bar chart</td>
<td>Music note</td>
<td>Ballet shoes</td>
<td>People</td>
<td>Theatre mask</td>
<td>Microphone</td>
<td>Paint brush</td>
<td>Sand clock</td>
<td>Magnifying glass</td>
</tr>
</tbody>
</table>

**Seamless Patterns**

<table>
<thead>
<tr>
<th>Pattern 1</th>
<th>Pattern 2</th>
<th>Pattern 3</th>
<th>Pattern 4</th>
<th>Pattern 5</th>
<th>Pattern 6</th>
<th>Pattern 7</th>
<th>Pattern 8</th>
<th>Pattern 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circles in squares</td>
<td>Dots in a grid</td>
<td>Waves</td>
<td>Zigzag</td>
<td>Diagonal lines</td>
<td>Triangles</td>
<td>Hexagons</td>
<td>Stripes</td>
<td>Dashed lines</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pattern 10</th>
<th>Pattern 11</th>
<th>Pattern 12</th>
<th>Pattern 13</th>
<th>Pattern 14</th>
<th>Pattern 15</th>
<th>Pattern 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concentric circles</td>
<td>dotted lines</td>
<td>lines in a zigzag pattern</td>
<td>lines in a wave pattern</td>
<td>lines in a triangle pattern</td>
<td>lines in a square pattern</td>
<td>lines in a triangle pattern</td>
</tr>
</tbody>
</table>

**Stamps**

<table>
<thead>
<tr>
<th>Stamp 1</th>
<th>Stamp 2</th>
<th>Stamp 3</th>
<th>Stamp 4</th>
<th>Stamp 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrows up</td>
<td>Arrows down</td>
<td>Circles in a square</td>
<td>Dots</td>
<td>Zigzag lines</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stamp 6</th>
<th>Stamp 7</th>
<th>Stamp 8</th>
<th>Stamp 9</th>
<th>Stamp 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dashed lines</td>
<td>Dotted lines</td>
<td>Lines in a square</td>
<td>Lines in a triangle</td>
<td>Lines in a wave</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stamp 11</th>
<th>Stamp 12</th>
<th>Stamp 13</th>
<th>Stamp 14</th>
<th>Stamp 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lines in a circle</td>
<td>Lines in a triangle</td>
<td>Lines in a square</td>
<td>Lines in a wave</td>
<td>Lines in a zigzag</td>
</tr>
</tbody>
</table>
Photo Style

Convey: action, movement, forward-thinking, confident, purposefulness, and a sense of place. Composition: color-saturated, natural light, consider close focus, wide-angles, and unique angles. Subjects: candid, not posed or looking straight at camera; look for brand colors in surroundings and subject's clothing. Content: reflect the CLA's wide variety of disciplines.

These photos for photo style reference only; purchase for use at stocksy.com.
Template Examples

Poster Title Goes Here

Flyer Title Goes Here

Brochure Title Goes Here

Large Header Goes Here