

PRIMARY COLORS

Cream and crimson are key components of the IU brand.

Crimson is the visual anchor and should be dominant in all marketing materials.

CREAM

C0 M0 Y0 K0
HEX #EDEBEB

For marketing purposes, our primary colors are crimson and white. Do not use cream.

Although we think of our official colors as “cream and crimson,” white has been substituted for decades and is more consistent with our brand equity. In addition, cream doesn’t reproduce well in most design executions.

CRIMSON

PMS 201
C0 M100 Y65 K34
HEX #990000

LIGHT CRIMSON
PMS 199

C0 M100 Y65 K0
HEX #DD0031

DARK CRIMSON
PMS 188

C12 M95 Y59 K54
HEX #4C1213

SECONDARY COLORS

The secondary color palette is designed to provide creative flexibility.

These colors are complementary to the primary color and were chosen so that they do not compete with IU Crimson.

Each of the five secondary brand colors have corresponding tints and shades to provide a range of color options.

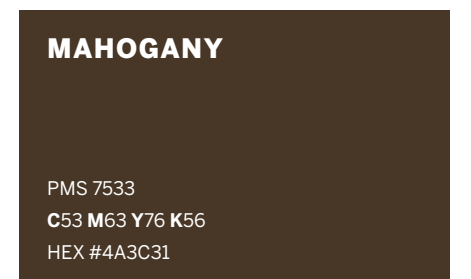
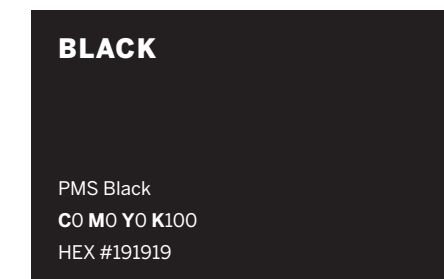
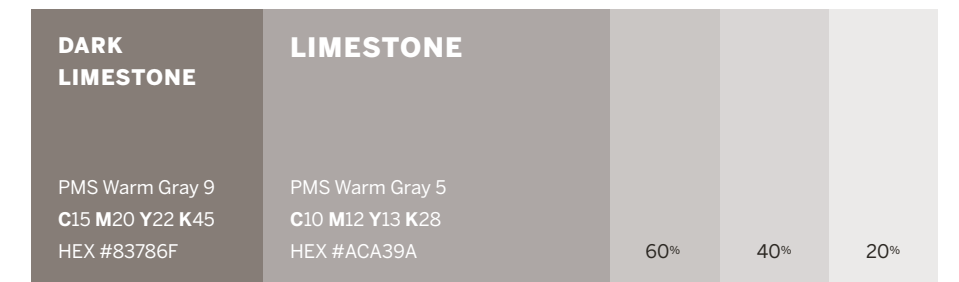
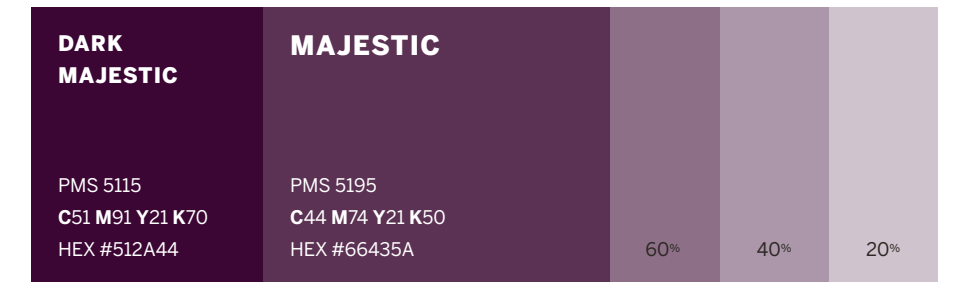
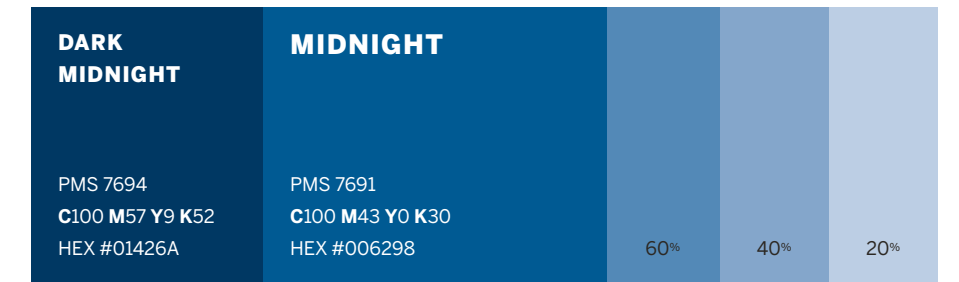
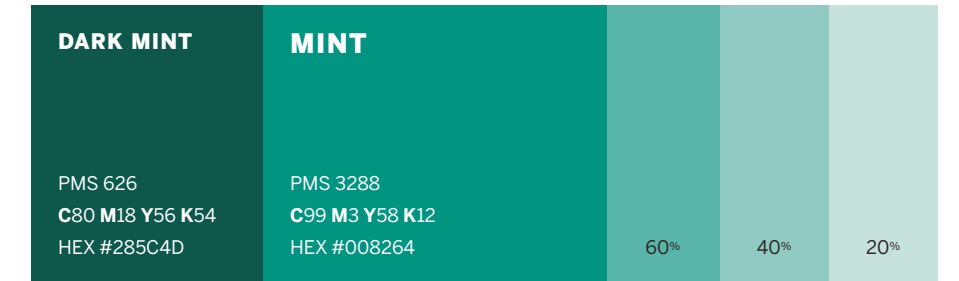
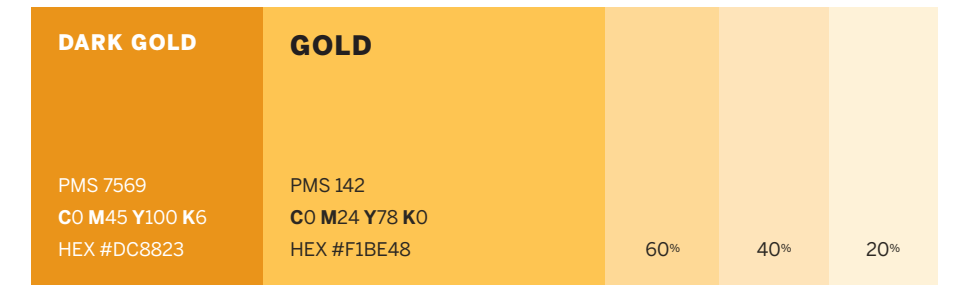
NOTE:

The different values associated with each brand color are dependent on the intended use.

PMS: This value is based on the Pantone Matching System® and should only be used when a spot color is needed (limited use).

CMYK: For nearly all print work, use CMYK values for the most accurate brand color reproduction.

HEX: Hex values should be used when reproducing brand colors in a digital, RGB environment.

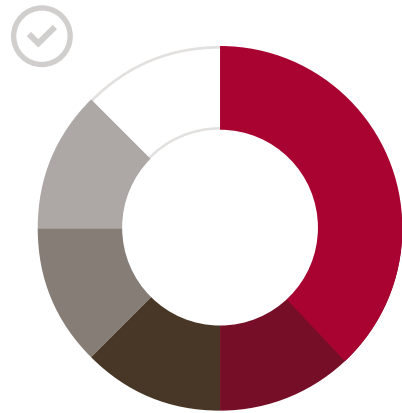


USING COLOR

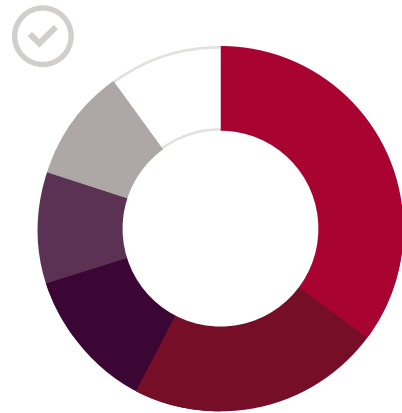
It is important to maintain a sense of hierarchy, balance, and harmony when using the IU color palette.

Our color system is flexible, but exercise restraint. Create unique color palettes by combining one secondary brand color (and its related tints) with IU Crimson. Avoid using more than one secondary color on a piece unless there is clear and simple logic behind doing so.

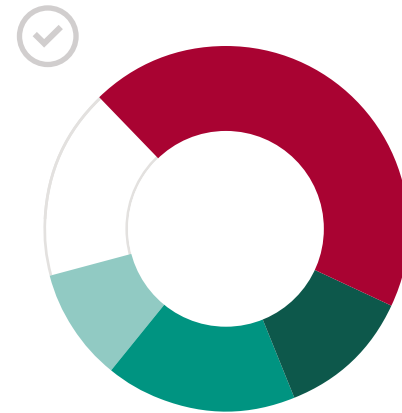
Because crimson is Indiana University's main brand color, it should always be dominant over any secondary color.



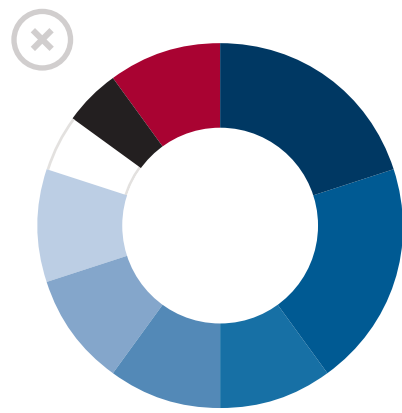
For formal materials, such as university ceremonies or presidential events, stick to neutrals and tints of crimson to give your piece a more traditional feel.



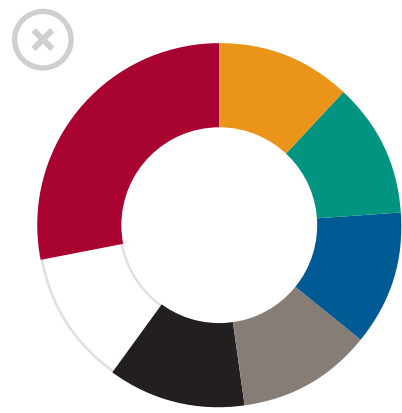
For more informal pieces, try limiting yourself to a few tints of a secondary brand color to allow the crimson within your piece to really stand out.



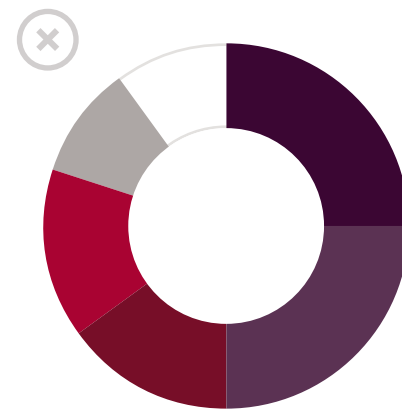
Customize your own color palette by combining the primary brand colors, crimson and white, with a secondary brand color and its range of tints and shades.



Do not use color palettes where secondary colors overpower the primary brand colors.



Do not use multiple secondary colors within a piece unless absolutely necessary.



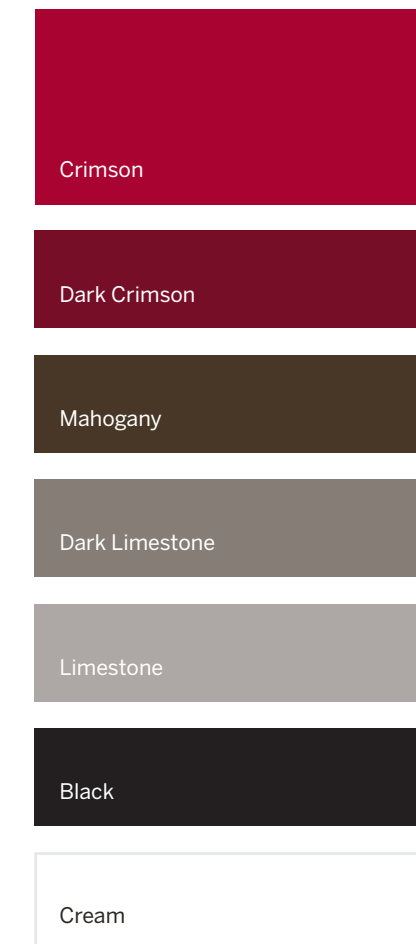
Do not use secondary brand colors in formal pieces. Crimson should be the dominant color.

Striking the right tone with color

When choosing colors, it's important to first identify the tone of the piece you are creating.

FORMAL

When working on formal communications, such as materials for academic ceremonies, official documents, and faculty-oriented events, you must choose from the following colors within the traditional palette.



INFORMAL

If you are developing materials for student recruitment, campus events, and other, more casual marketing efforts, you are free to make use of the full color palette of secondary colors—provided you satisfy the other guidelines outlined on page 48.

