

## Color Palette

### Primary & Secondary Palette

Howard University's identity system is also unified by a consistent color standard. This color standard applies to all icons of the identity system.

The color palette is divided into two categories, primary and secondary. The primary palette should be dominant in all visual communications. The secondary palette provides flexibility to the system and allows a broader range of expression.

Consistent usage will enhance the visual presentation of the brand across all expressions.

#### Primary Palette



PMS 2965



PMS 186



PMS 425

The swatch colors shown on this page and throughout these guidelines are samples only and not intended to match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc. PMS refers to Pantone Matching System.

#### Secondary Palette



PMS 2995



PMS 519



PMS 158



PMS 1245



PMS 123



PMS 576



PMS 5473



PMS 2165

**Proper Proportions:** In all applications using the University colors, blue should always be dominant. The color red should be no more than 30 percent of the color scheme.

**One-Color Options:** When printing in one color, the icon may only be all black, all white reversed out or all PMS 2965.

**Four-Color Options:** When printing in four color, the official Pantone Matching System (PMS) colors should be replaced with the four-color process builds.

**Special Techniques:** The use of blue, silver, and gold metallic inks, embossing, debossing, use of foil, etc. may be allowed; each case will be judged individually. Please contact the Graphics and Printing Department at (202) 806-1200 for consultation.