


PRIMARY COLORS



BLACK



466


The primary color palette is part of the CU masterbrand core identity, and should be present in all CU visual expressions.


CONTEXTUAL COLORS: NEUTRAL



463



4495



466
(50%)


466
(20%)


COOL GRAY 1



422



425



BLACK 4


The neutral color palette includes tints of our primary Black and Gold, as well as additional colors in use by the CU System.


CONTEXTUAL COLORS: NATURAL



713



671



264


279


649


318



7486


602

The natural color palette builds upon our primary and neutral colors to provide a more well-rounded, complimentary color system for use in visual expression.

CONTEXTUAL COLORS: VIBRANT


144


1795


254


661


312


3275


369


389

The vibrant color palette includes stronger colors with greater contrast, intended to attract, engage and draw in the viewer.

PRIMARY + CONTEXTUAL COLOR RELATIONSHIPS

NEUTRAL

NATURAL

VIBRANT



















































BRAND ENGAGEMENT COLOR SYSTEM EXAMPLES


INFORM


INVOLVE


INSPIRE













































































INFORM

INVOLVE

INSPIRE

Inform swatches feature dominant primary colors with a single vibrant highlight for key information and action items, and an optional neutral color for balance.

Involve swatches feature a dominant primary color complemented by an equally dominant natural or neutral color, with a single vibrant highlight for key information and the other primary color for balance.

Inspire swatches feature one or more dominant vibrant colors complemented by a natural or neutral color, with primary colors acting as highlights for key information and balance.

Swatches are examples only; users may choose from our palettes based on their particular strategy, audience, medium and need.

