BRAND COLORS

Section 3

Brand Colors

Our school colors—blue, silver/gray—are supported by a host of bright, clean colors that express the vibrancy and vitality of our community and the diversity and depth of our pursuits.

➔ **Always use the correct color formulas when building new communications. Our palette includes custom CMYK and RGB builds.**

SCHOOL COLORS

100.15.0.0 HEX 009BDF		
0.0.0.40 HEX A7A9AC	100.75.0.20 HEX 00458C	0.0.0.100 HEX 000000

EXTENDED PALETTE

5.100.80.0 HEX E31D3C	0.65.100.0 HEX F47920	0.25.100.0 HEX FFC20E	25.0.100.0 HEX C0D028	50.5.100.0 HEX 8EBE3F	80.15.100.0 HEX 349E49	75.10.40.0 HEX 26AAA5	55.5.15.0 HEX 6BC1D3	60.75.0.0 HEX 7B5AA6	20.60.0.0 HEX C77EB5	0.100.15.0 HEX ED037C
20.100.70.50 HEX 750324		10.100.80.5 HEX CF1D39		100.50.100.10 HEX 00653E		100.50.40.10 HEX 00677E			75.100.0.25 HEX 511C74	

MONOCHROMATIC PAIRINGS

An .ase file of our colors is available for download or can be requested from Office of Strategic Communications at oscom@olin.edu.

○ *0.0.0.0 = Cyan.Magenta.Yellow.Black (process)*
○ *HEX = Hexadecimal RGB (Red Green Blue)*

Color Combination Tips

To create higher quality designs, aim to create something lively but also that limits the amount of colors you use. Rule of thumb is use 3 other colors with the Olin Blue.

Below we have provided some examples of color combinations that work well. Feel free to use other color combinations, these have been the ones we have seen work best.