Color Palette

CMU Master Brand

Primary Colors

**Mesa Maroon**
PMS: 209
CMYK: 0, 100, 34, 53
RGB: 93, 0, 34
Hex: #5D0022

**Primary Accent Color**

**Warm Gray**

- PMS Warm Gray 1
  CMYK: 0, 2, 3, 6
  RGB: 239, 233, 229
- PMS Warm Gray 3
  CMYK: 0, 4, 8, 17
  RGB: 216, 207, 198
- PMS Warm Gray 5
  CMYK: 0, 5, 10, 29
  RGB: 191, 182, 173
- PMS Warm Gray 7
  CMYK: 0, 8, 14, 38
  RGB: 172, 160, 149
- PMS Warm Gray 9
  CMYK: 0, 11, 20, 47
  RGB: 154, 139, 125
- PMS Warm Gray 11
  CMYK: 0, 17, 34, 62
  RGB: 124, 106, 85

Secondary Colors

**Blue**
PMS: 5405
CMYK: 70, 42, 26, 2
RGB: 68, 105, 125
Hex: #44697D

**Sage**
PMS: 5763
CMYK: 30, 12, 55, 35
RGB: 130, 140, 99
Hex: #828C63

**Sand**
PMS: 7502
CMYK: 0, 8, 35, 10
RGB: 232, 211, 162
Hex: #E8D3A2

**Turquoise**
PMS: 5473
CMYK: 55, 2, 25, 45
RGB: 49, 97, 98
Hex: #316162
## WCCC Sub-brand

### Primary Colors

**Navy Blue**
- PMS: 295
- CMYK: 100, 57, 0, 40
- RGB: 0, 64, 120
- Hex: #004078

### Primary Accent Color

**Cool Gary**
- PMS Cool Gray 1
  - CMYK: 0, 0, 0, 6
  - RGB: 239, 239, 240
- PMS Cool Gray 3
  - CMYK: 0, 0, 0, 17
  - RGB: 216, 217, 218
- PMS Cool Gray 5
  - CMYK: 0, 0, 0, 29
  - RGB: 190, 192, 194
- PMS Cool Gray 7
  - CMYK: 0, 0, 0, 37
  - RGB: 173, 175, 178
- PMS Cool Gray 9
  - CMYK: 0, 1, 0, 51
  - RGB: 145, 145, 149
- PMS Cool Gray 11
  - CMYK: 0, 2, 0, 68
  - RGB: 113, 112, 115

## Athletic Sub-brand

### Primary Colors

**Mesa Maroon**
- PMS: 209
- CMYK: 0, 100, 34, 53
- RGB: 93, 0, 34
- Hex: #5D0022

**White**
- CMYK: 0, 0, 0, 0
- RGB: 255, 255, 255
- Hex: #FFFFFF

**Black**
- PMS: Black
- CMYK: 0, 0, 0, 100
- RGB: 0, 0, 0
- Hex: #000000

### Secondary Color

**Athletic Gold (yellow)**
- PMS: 116
- CMYK: 1, 16, 100, 0
- RGB: 255, 210, 0
- Hex: #FED103
Typography

Primary Brand Fonts

Trajan Family (Headlines and titles)
This font is an interpretation of the inscriptional capitals from the Trajan columns in Rome and is mainly used in magazines, advertising and brochures. The font ties the University to its respect for history and its dedication to education and learning with its classical and simple appearance. This font should be used for all headlines and titles on communication material.

Trajan Pro, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

Trajan Pro, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

Avenir Family (Body text)
This font was designed in the tradition of other sans serif fonts but the designer also wanted to make sure the font showcased the experience and stylistic developments of the twentieth century. In fact, the word Avenir itself means future in French. The font is particular fitting for the University, because the institution has grown and developed from its traditions and it will always remember its heritage while at the same time the school remains on the cutting-edge as it moves into the future. This font should be used for the body text of communication material.

Avenir, Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

Avenir, Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

Avenir, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

Avenir, Light Obliique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

Avenir, Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

Avenir, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

Avenir, Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

Avenir, Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789
**Recruitment Font**

**Geometric Slabserif Family**
Geometric Slabserif has been selected as Colorado Mesa University’s primary font family for recruitment material. Only the weights and styles displayed below are approved for usage. The use of Geometric Slabserif Condensed is not approved in any weight, nor is the use of Geometric Slabserif Extra Bold. While precise usage of the fonts must be left to the designer, several guidelines should be respected when designing materials.

Geometric Slabserif 703 BT, Light

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789
```

Geometric Slabserif 703 BT, Bold

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789
```

**Athletic Font**

**ITC Serif Gothic**
ITC Serif Gothic was designed to keep both readability and simplicity of a design in mind. This font ties into the need to provide a bolder, younger, stronger look for University athletic marks. For that reason, the font should be used on Athletic specific communication material.

ITC Serif Gothic, Heavy

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789
```

**Building Font**

**Argus**
The word Argus means a vigilant always watchful guardian. Like Trajan the style of the font is classic and simple. This font was selected to complement the other two fonts. In addition the font represents the University’s dedication to teaching in many ways, always being a watchful guardian of education.

Argus, Extra Bold

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789
```