

Color Palette

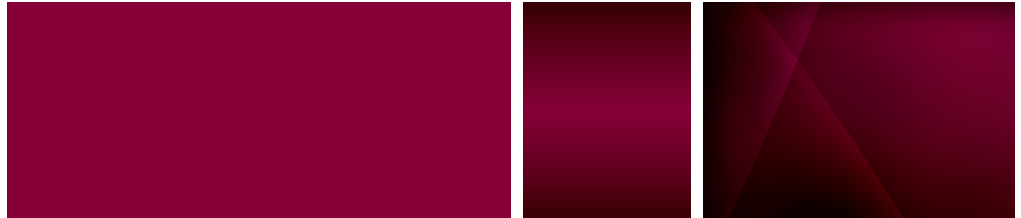
CMU Master Brand



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	
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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

Secondary Color

Mesa Maroon

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

White

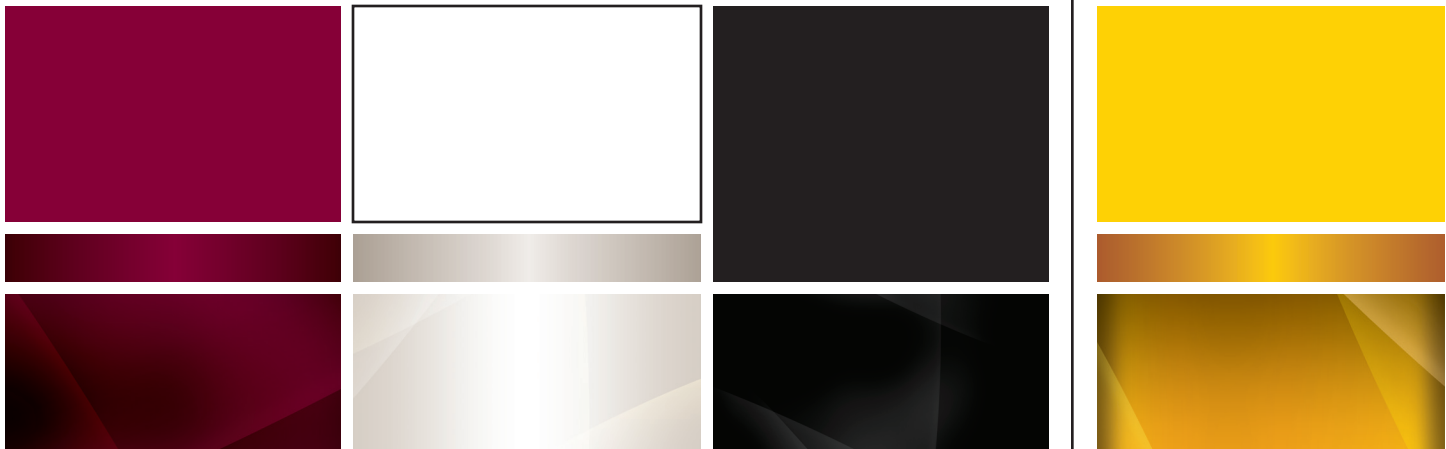
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: #FFFFFF

Black

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

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 inscripational 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, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

Avenir, Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

Avenir, Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789

Avenir, 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