

# Color Palette

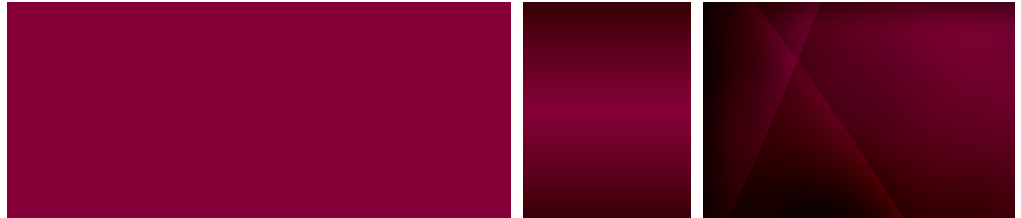
## CMU Master Brand



### 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
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## Athletic Sub-brand



### Primary Colors

### Secondary Color

#### Mesa Maroon

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

#### White

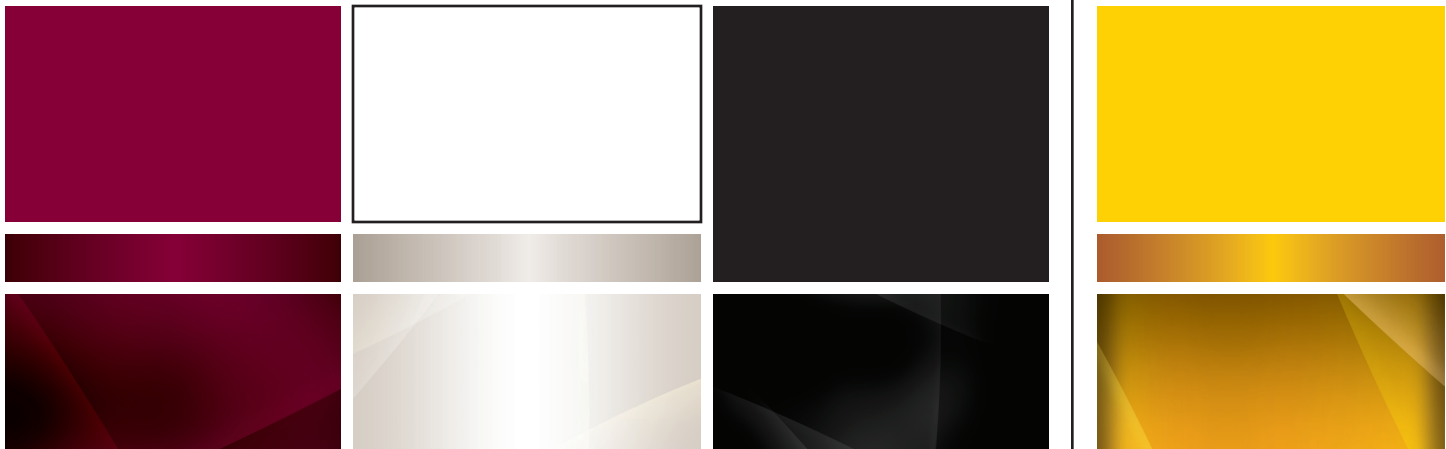
CMYK: 0, 0, 0, 0  
 RGB: 255, 255, 255  
 Hex: #FFFFFF

#### 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

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## Recruitment Font

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### 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**

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## Athletic Font

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### 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**

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## Building Font

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### 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**