COLOR PALETTE & USAGE

Deliberate, consistent use of color that holds true meaning, inspired by the iconic visuals that represent Auburn, creates a powerful connection to the brand across all communication touch-points.

Use this color palette to guide your designs and layouts. There are differences in color application between print, digital and web applications. Download color charts for print and digital via the Brand Center.

Color composition of a piece should consist of Auburn Blue as the primary color. Auburn Orange should be used mostly for graphic and/or text accents. Flexibility is provided based on the composition of the piece, including the imagery.

While Auburn Blue can work well as a background color, use of White is strongly encouraged for backgrounds to provide a clean, crisp base for application of Auburn Blue (primary) and Auburn Orange (accents/highlights/call-outs). This also allows imagery to pop. Ensure photo composition brings in primary and/or secondary colors. Do not use photos that clash with brand colors.

Pantone 172 (not shown) is the orange recommended for color matching of materials used in merchandise such as fabrics, plastics or metal and the printing of orange on these items. It is important to understand whether the orange will be applied directly to plastic/metal or to a paper-based substrate that will be applied to the plastic or metal. In the latter case, Pantone 158 may work best. Always require physical proofs to check color matching to the brand color spec sheets. If you do not have color spec sheets contact Brand Support. The use of Auburn branding on merchandise is managed by the *Office of Trademark Management & Licensing.*
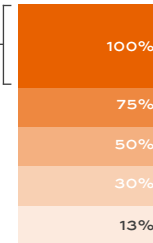
PRIMARY PALETTE

Auburn Blue should be the main color for Auburn communications because it easily connects back to our primary identity. Only use tints of the brand colors in illustrated elements.
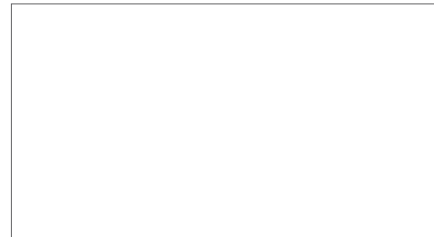
AUBURN BLUE
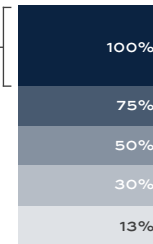
100%	Pantone 289C CMYK 100/66/0/76 RGB 11/35/65 HEX #0b2341
75%	
50%	
30%	
13%	

AUBURN ORANGE

100%	Pantone 158C CMYK 0/66/99/0 RGB 232/97/0 HEX #e86100
75%	
50%	
30%	
13%	

WHITE

CMYK 0/0/0/0
RGB 255/255/255
HEX #ffffff

AUBURN EXPERIENCE COLOR INSPIRATION

Click to view detailed color charts and codes in the Brand Center: Color Palette

SUPPORTING PALETTE

Each supporting color family includes five vibrant and unique hues inspired by the Auburn Experience. Always use primary colors dominantly for consistency of brand with supporting color families available for accents, charts, graphs or illustrations that require color variation beyond the primary palette. Font color for type placed on a secondary color background will change based on the design aesthetic, readability and accessibility requirements. Download full color code charts from the Brand Center.

BODDA GETTA BLUE

CMYK   93/11/0/0
RGB   0/147/210
HEX   #0093d2

Click here for all color codes.

SAMFORD BRICK ORANGE

CMYK   0/74/100/16
RGB   204/78/11
HEX   #cc4e0b

Click here for all color codes.

CAMPUS GREEN

CMYK   58/0/100/38
RGB   78/128/32
HEX   #4e8020
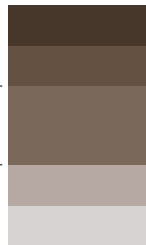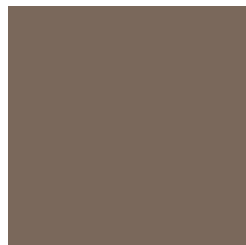
Click here for all color codes.

SUN-KISSED YELLOW

CMYK   0/22/83/0
RGB   255/192/68
HEX   #ffc044a

Click here for all color codes.

NOVA BROWN

CMYK   37/44/56/31
RGB   122/104/91
HEX   #7a685b

Click here for all color codes.
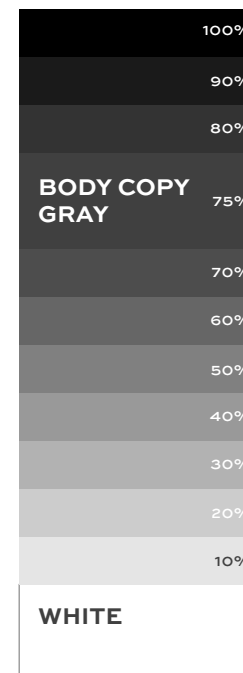
NEVER TO YIELD TEAL

CMYK   99/0/52/0
RGB   0/165/151
HEX   #00a597

Click here for all color codes.

GRAYSCALE

100%	
90%	
80%	
BODY COPY GRAY 75%	CMYK 0/0/0/75 RGB 99/100/102 HEX #636466
70%	
60%	
50%	
40%	
30%	
20%	
10%	

WHITE	CMYK 0/0/0/0 RGB 255/255/255 HEX #ffffff

For white backgrounds, Body Copy Gray may be used for large bodies of copy. For small copy blocks and call-outs, Auburn Blue may also be used. Auburn Orange should be reserved for call-outs and accents/highlights rather than blocks of copy. Certain exceptions may apply. On dark backgrounds choose White. For other background colors, choose the percentage of black that is easiest to read and follows accessibility requirements.

Click here for accessibility contrast checker: webaim.org contrast checker