



THE COLORS

BRAND COLOR PALETTE

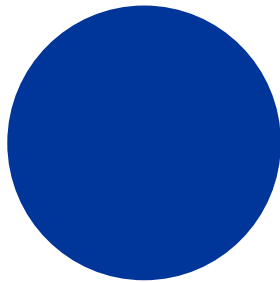
A strong, connected color palette plays a critical role in shaping Lander's brand identity and communicating the value of our institution. Consistency in the usage of these colors ensures that no matter where or how the Lander brand is encountered, it feels cohesive and aligned with our institution's core values and mission.

Lander's color palette defines the University's visual identity, leading with Legacy Blue and Medallion Gold. These colors are the foundation of our brand identity and are used most frequently across all University materials and touchpoints.

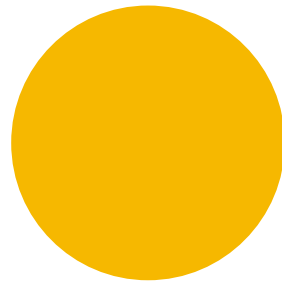
Lander's primary color palette should be present in all official communications, with limited exceptions. The secondary color palette is designed to complement the primary palette and add flexibility and variety. When used thoughtfully, these colors can add visual interest, highlight specific elements, and create contrast while maintaining Lander's overall brand consistency and recognition.

Additionally, correct usage of the brand palette ensures accessibility and legibility in print and digital applications.

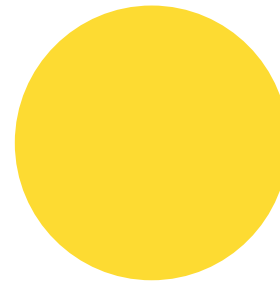
PRIMARY PALETTE



LEGACY BLUE



MEDALLION



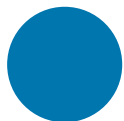
GOLDEN CLAW

Golden Claw Exception:

Although Golden Claw is featured within the primary palette, this color is almost always treated as a secondary color that supports the primary palette. See the proportions chart on page ?? for more information on its recommended usage in relation to Legacy Blue and Medallion Gold.

ACCENT COLORS

These colors should be used sparingly and never as the main color scheme.



MINERAL SPRING



FOUNTAIN MIST



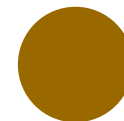
STANLEY AVENUE



CLEAN SLATE



MIDNIGHT BLUE



BRONZE MEDALLION



CAMPUS COLUMNS



FRONT LAWN



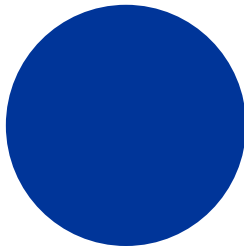
TOWER BRICKS

COLOR BREAKDOWN

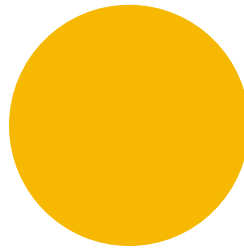
Ensuring you are using color accurately is one of the easiest ways to protect the Lander brand identity. Color build systems – CMYK, RGB, HEX and Pantone (PMS) – help you achieve accurate color representation depending on whether you are working with print, digital screens or website designs.

- CMYK (Cyan, Magenta, Yellow, Key/Black): Used for printing applications.
- RGB (Red, Green, Blue): Used for digital screens, such as computers, phones or TVs.
- HEX (Hexadecimal): Used primarily for web and digital designs.
- Pantone (PMS): Standardized ink colors used in print and design across various materials.

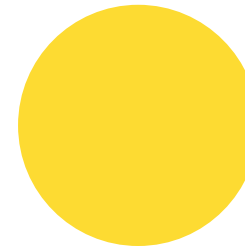
PRIMARY PALETTE



Legacy Blue
 PMS 661-C
 CMYK 100, 81, 0, 13
 RGB 0, 53, 153
 WEB 003599



Medallion
 PMS 3514 C
 CMYK 0, 20, 100, 0
 RGB 246, 184, 0
 WEB F6B800



Golden Claw
 PMS 115-C
 CMYK 0, 4, 88, 0
 RGB 253, 219, 75
 WEB FDDB32

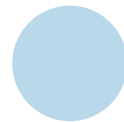
The Office of University Marketing and Communications can provide guidance on the appropriate color system to use with a print or digital project. Contact marcom@lander.edu with any questions.

ACCENT COLORS

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Mineral Spring
 PMS 7690-C
 CMYK 89, 34, 2, 9
 RGB 0, 118, 175
 WEB 0076AF



Fountain Mist
 PMS 290-C
 CMYK 23, 0, 1, 0
 RGB 185, 217, 235
 WEB B9D9EB



Stanley Avenue
 PMS Cool Gray 7-C
 CMYK 38, 29, 24, 5
 RGB 152, 154, 165
 WEB 989AA5



Clean Slate
 PMS Cool Gray 3-C
 CMYK 18, 13, 10, 0
 RGB 201, 202, 212
 WEB C9CAD4



Front Lawn
 PMS 349-C (2025)
 CMYK 85, 3, 91, 44
 RGB 7, 107, 59
 WEB 076B3B



Campus Columns
 PMS 7506-C
 CMYK 0, 7, 26, 0
 RGB 240, 222, 193
 WEB F0DEC1



Tower Brick
 PMS 1685-C
 CMYK 1, 79, 95, 48
 RGB 132, 57, 34
 WEB 843922



Midnight Blue
 PMS 295 C
 CMYK 100, 66, 0, 69
 RGB 0, 28, 81
 WEB 001C51



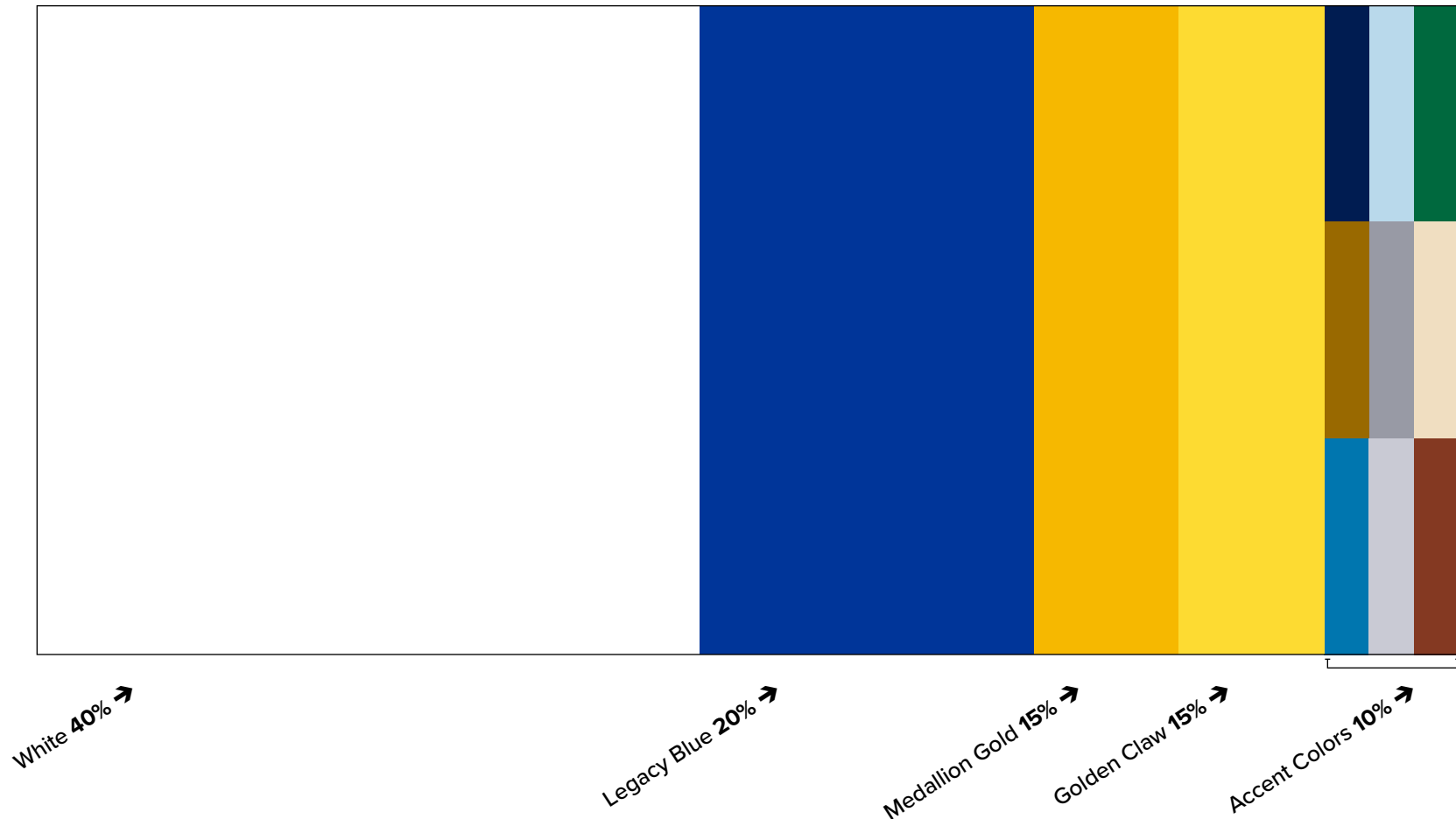
Bronze Medallion
 (For Web use only)
 RGB 187, 138, 22
 WEB BB8A18

COLOR HIERARCHY

Proportions

Use the proportions on this page as a general guideline for applying color to layouts. While these exact ratios may not fit every situation, it is critical to consider the relative impact of each color.

Embrace white space. Using white in a layout allows other colors within your design to “pop,” and helps focus the viewer’s eye on important information and other elements. White space improves readability, reduces visual clutter, and can make a design feel more elegant and balanced.



COLOR COMBOS

COLOR COMBINATIONS AND UNDERSTANDING CONTRAST

Contrast

Contrast is important in designs because it helps make text and visual elements stand out, improving legibility and guiding the viewer's attention. Proper contrast between text/visual elements and background colors ensures your content is easy to read for everyone. For example, dark text on a light background, or light text on a dark background, provides strong contrast that makes content more accessible to a wider audience.

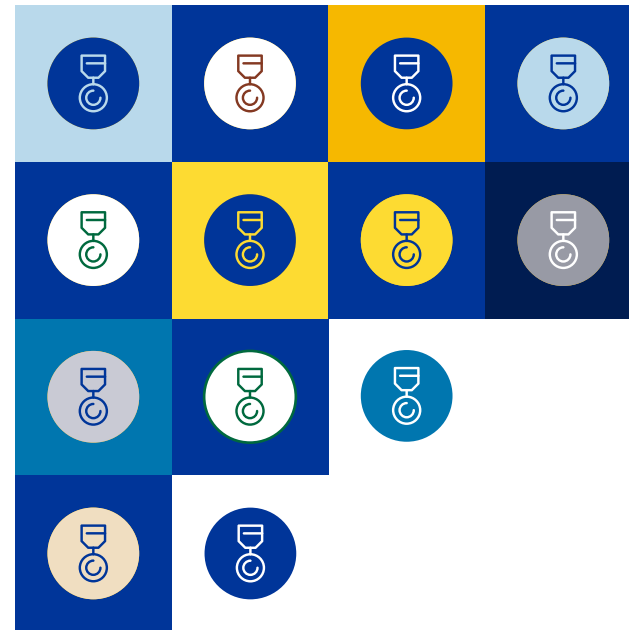


Checking Contrast

WebAIM (Web Accessibility In Mind) has provided comprehensive web accessibility solutions since 1999. As a non-profit service center at Utah State University, WebAIM's mission is to expand the potential of the web for people with disabilities. webaim.org/about

Complementary

Using complementary colors—pairs of colors that enhance or emphasize the qualities of each other—can help create contrast and vibrancy. Lander's secondary palette can be combined with the primary palette to create complementary elements that help create a sense of harmony and balance. Some examples of these pairs are seen below.



Color Combos to Avoid

When combining colors from Lander's palette, it is important to note that not all color pairings provide appropriate contrast, leading to accessibility issues. Below are examples of pairings to avoid.

