Cream and crimson are key components of the IU brand.

Crimson is the visual anchor and should be dominant in all marketing materials.

CREAM

C0 **M**0 **Y**0 **K**0
R255 **G**255 **B**255
HEX #EDEBEB

For marketing purposes, our primary colors are crimson and white. Do not use cream.

Although we think of our official colors as "cream and crimson," white has been substituted for decades and is more consistent with our brand equity. In addition, cream doesn't reproduce well in most design executions.

CRIMSON

PMS 201
C0 **M**100 **Y**65 **K**34
R169 **G**5 **B**51
HEX #990000

LIGHT CRIMSON

PMS 199

C0 **M**100 **Y**65 **K**0
R237 **G**23 **B**76
HEX #DD0031

DARK CRIMSON

PMS 188

C12 **M**95 **Y**59 **K**54
R119 **G**13 **B**41
HEX #4C1213

The secondary color palette is designed to provide creative flexibility.

These colors are complementary to the primary color and were chosen so that they do not compete with IU Crimson.

Each of the five secondary brand colors have corresponding tints and shades to provide a range of color options.

NOTE:

The different values associated with each brand color are dependent on the intended use.

PMS: This value is based on the Pantone Matching System® and should only be used when a spot color is needed (limited use).

CMYK: For nearly all print work, use CMYK values for the most accurate brand color reproduction.

HEX: Hex values should be used when reproducing brand colors in a digital, RGB environment.

DARK GOLD / GOLD

DARK GOLD	GOLD			
PMS 7569	PMS 142			
C0 M45 Y100 K6	C0 M24 Y78 K0	C0 M14 Y47 K0	C0 M10 Y29 K0	C0 M5 Y15 K0
R234 G148 B26	R254 G197 B83	R255 G218 B150	R255 G229 B186	R255 G240 B216
HEX #DC8823	HEX #F1BE48			

DARK MINT / MINT

DARK MINT	MINT			
PMS 626	PMS 3288			
C80 M18 Y56 K54	C99 M3 Y58 K12	C64 M8 Y39 K0	C43 M5 Y26 K0	C22 M2 Y14 K0
R0 G89 B76	R0 G148 B128	R91 G180 B169	R145 G200 B193	R196 G224 B219
HEX #285C4D	HEX #008264			

DARK MIDNIGHT / MIDNIGHT

DARK MIDNIGHT	MIDNIGHT			
PMS 7694	PMS 7691			
C100 M57 Y9 K52	C100 M43 Y0 K30	C70 M38 Y10 K0	C48 M26 Y7 K0	C25 M13 Y4 K0
R0 G57 B99	R0 G91 B148	R84 G137 B184	R134 G167 B204	R187 G204 B226
HEX #01426A	HEX #006298			

DARK MAJESTIC / MAJESTIC

DARK MAJESTIC	MAJESTIC			
PMS 5115	PMS 5195			
C51 M91 Y21 K70	C44 M74 Y21 K50	C47 M59 Y32 K5	C35 M40 Y23 K0	C18 M21 Y11 K0
R61 G2 B53	R92 G51 B184	R142 G112 B135	R172 G151 B168	R207 G195 B205
HEX #512A44	HEX #66435A			

DARK LIMESTONE / LIMESTONE

DARK LIMESTONE	LIMESTONE			
PMS Warm Gray 9	PMS Warm Gray 5			
C15 M20 Y22 K45	C10 M12 Y13 K28	C21 M18 Y19 K0	C14 M12 Y12 K0	C7 M7 Y7 K0
R134 G125 B120	R173 G167 B164	R201 G197 B195	R216 G213 B212	R233 G230 B229
HEX #83786F	HEX #ACA39A			

BLACK

PMS Black
C0 M0 Y0 K100
R0 G0 B0
HEX #191919

MAHOGANY

PMS 7533
C53 M63 Y76 K56
R73 G56 B40
HEX #4A3C31