Primary and Secondary Colors

PRIMARY COLORS

The official primary colors of Eureka College are maroon and gold for all collegiate-level print and digital materials including letterhead, business cards, website, and marketing material.

SECONDARY COLORS

The secondary colors of Eureka College are deep maroon and deep gold and should be used only as an accent to the primary colors, not in isolation.

GRADIENT

The standard gradient of Eureka College consists of Eureka Maroon and Deep Maroon. The gradient should only be used as a design element and should not be applied to any logo variations or official seal.
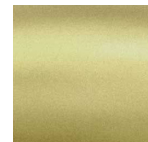
PRIMARY COLORS

Eureka Maroon
CMYK: 9, 100, 64, 48
RGB: 134, 38, 51
HEX: #862633
PMS: 202 C

Eureka Gold
CMYK: 7, 28, 100, 30
RGB: 172, 132, 0
HEX: #AC8400
PMS: 118 C

Eureka Metallic Gold
PMS: 871

SECONDARY COLORS

Deep Maroon
CMYK: 40, 96, 68, 59
RGB: 85, 11, 33
HEX: #550B21
PMS: 7421

Deep Gold
CMYK: 29, 50, 100, 30
RGB: 140, 101, 32
HEX: #8C6520
PMS: 1265

GRADIENT

Eureka Maroon + Deep Maroon

Primary and Secondary Colors, *continued*

COLOR PALETTE EXAMPLE

Creative license can be taken in regards to colors for admissions and other audience-specific marketing material. Colors used for marketing should be harmonious with Eureka maroon and gold, and reflect the brand identity (see example below).

Eureka Maroon

CMYK: 0, 100, 61, 43
RGB: 152, 0, 46
HEX: #98002E
PMS: 202

Eureka Gold

CMYK: 0, 18, 100, 27
RGB: 196, 160, 6
HEX: #C4A006
PMS: 118

Dark Gray

CMYK: 67, 59, 60, 44
RGB: 68, 69, 67
HEX: #444543
PMS: 446

Cool Gray

CMYK: 58, 45, 43, 10
RGB: 113, 120, 123
HEX: #71787B
PMS: 424

Cream

CMYK: 8, 5, 22, 0
RGB: 235, 231, 202
HEX: #EBE7CA
PMS: 7499

Deep Maroon

CMYK: 40, 96, 68, 59
RGB: 85, 11, 33
HEX: #550B21
PMS: 7421

Deep Gold

CMYK: 29, 50, 100, 10
RGB: 172, 123, 43
HEX: #AC7B2B
PMS: 1255

Black

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000
PMS: Black 6

Dark Gray

CMYK: 67, 59, 60, 44
RGB: 68, 69, 67
HEX: #444543
PMS: 446

Beige

CMYK: 32, 29, 56, 1
RGB: 178, 166, 127
HEX: #B2A67F
PMS: 452

Typography

To support the Eureka College brand, the following fonts have been selected for use as the institution's official typefaces.

The Baskerville family provides a look that is trustworthy, stable, and classic. Baskerville is a serif typeface that has high readability for body copy, headlines, captions and callouts. It is available in Regular, SemiBold and Bold, with italic versions of each.

The Avenir Next family is a highly legible sans-serif typeface and provides a clean and contemporary look for body copy, headlines, captions and callouts. Avenir Next is available in Ultra Light, Regular, Medium, DemiBold, Bold and Heavy, with italic versions of each.

Official typefaces must be used in all collegiate-level print and digital materials including letterhead, business cards, website and marketing material.

BASKERVILLE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

AVENIR NEXT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890