

# UNIVERSITY COLORS

## STANDARDS

The conscientious use of the approved university color palette will strengthen Wayne State University's image immeasurably. It is essential these colors are used consistently across all University publications. The purpose of designating an approved color palette is to achieve one "look" that unifies the university message.

- ▣ THE APPROVED UNIVERSITY COLOR PALETTE includes the official school colors, along with carefully chosen complementary colors. Metallic gold, PMS 8580, or gold foil matching this color, may be acceptable for special uses.
- ▣ ALL UNIVERSITY PUBLICATIONS must use this palette exclusively. Screens and tints of these colors are acceptable.

▣ IMPORTANT! "TRAPPING" A COLOR ON PRESS: When using 4-color process to trap a University color (see glossary in the User's Guide), *matching that color on press takes precedence over other elements* ("critical match"). You must make sure this is communicated to the printer to avoid misprinting University colors. When feasible, use an additional PMS color. Most modern presses are 5-color or more, and the extra cost to use the fifth color is often quite reasonable, giving extra freedom on press in balancing 4-color art (photographs, etc.).

*PMS 561 is the official University color. It may be used as a primary color or as a secondary color to black. If you are using black plus one color, it should be PMS 561.*

*NOTE: NEVER use a different green in the same range as PMS 561 in any University publication.*



PMS 561

*NOTE: If trapping this color, the printer must ensure critical match (see note on opposite page).*



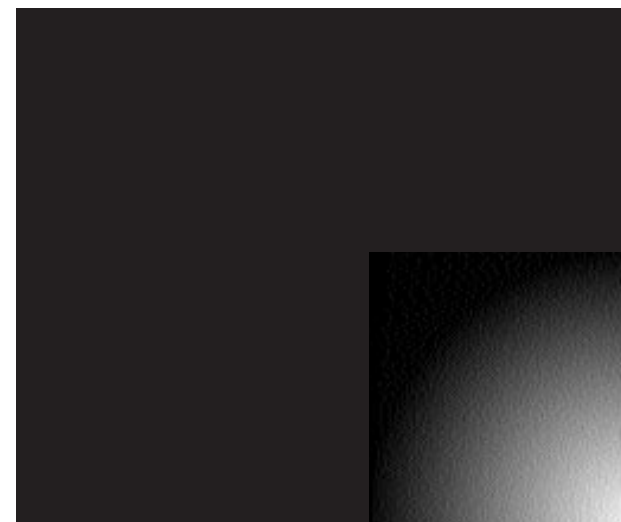
PMS 451

*NOTE: If trapping this color, the printer must ensure critical match.*



PMS 208

*NOTE: If trapping this color, the printer must ensure critical match.*



BLACK



PMS 1225

*NOTE: If trapping this color, the printer must ensure critical match.*

*These colors, and related screen tints, are acceptable to use with PMS 561 in all university publications.*