COLOR PALETTE:

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navy Blue</td>
<td>100</td>
<td>000</td>
<td>0f2439</td>
</tr>
<tr>
<td>Lt. Blue</td>
<td>65 22</td>
<td>038</td>
<td>5c9cd3</td>
</tr>
<tr>
<td>Black</td>
<td>26 00</td>
<td>156</td>
<td>000</td>
</tr>
</tbody>
</table>

FONTs:

Arial
Garamond
Helvetica
Times
Verdana

You are encouraged to use one of these five fonts above for printed and online materials.

Selecting one of these five fonts will help your materials to be clear and legible. These fonts should be available in most word processing and design programs and offer both serif and san-serif options that are easy to use.

The key use of a font is consistency. Most of the time, one typeface is all that you will need for design. Occasionally, you may want to use two contrasting fonts in combination, such as Helvetica and Garamond, or Arial and Times. By consistently using certain fonts, you help to create a “family look” to the materials you produce.

LOGO VARIATIONS:

Color
Dark background
Grayscale

TAGLINE TO ACCOMPANY THE LOGO:

Please add the following phrase to all printed and online publications.

Making College a Reality