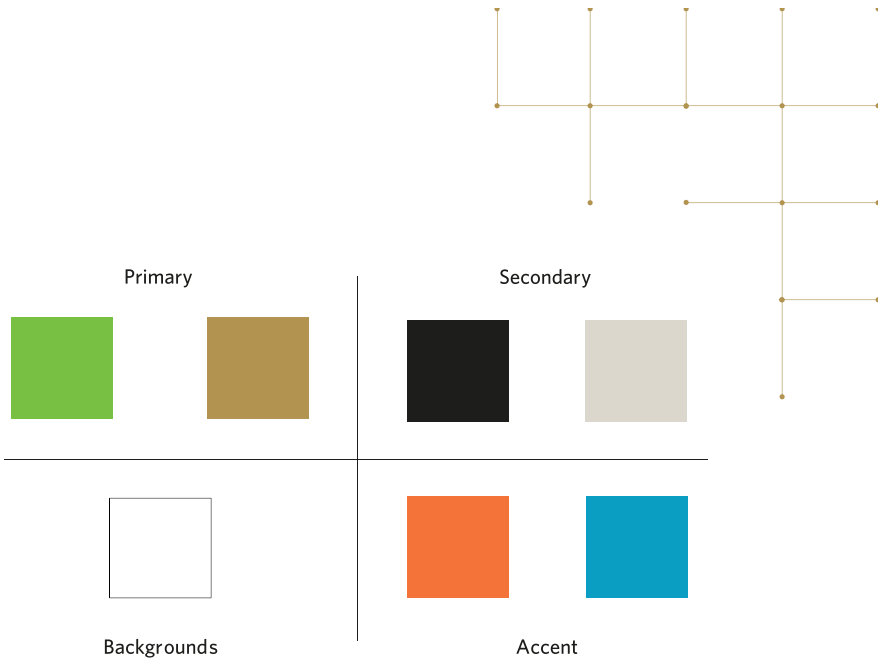# Colors & Usage

Color is an integral component to the Urban Science identity system. The color palette consists of both primary and secondary colors that, collectively, form a cohesive system to be used across all media and for all audiences. **Particular cases may require the introduction of additional color, however, this palette should suffice in most cases.**

The primary brand color is utilized in the logo, but usage is not limited to the logo. Secondary brand colors work as accents to the primary brand colors and should be utilized as such. Two selected tints of each of the primary and secondary brand colors are also specified for use.

Primary   Secondary

Backgrounds   Accent

Usage							
Headlines	■		■		■		
Body Copy		■	■		■		
Print Background					■		
Screen Background					■		
Ancillary Element	■	■	■	■	■	■	■

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Color Formulas

This chart provides formulas for the Urban Science color palette in Pantone and CMYK for print application as well as RGB and Hex values for on-screen display.

Brand Colors		Ink Colors		Screen Colors	
		PANTONE	CMYK	RGB	HEX
Urban Science Green		375 U	59, 0, 100, 0	112, 200, 47	70C82F
Urban Science Green Tints		55%	32, 0, 58, 0	176, 225, 141	BOE18D
		25%	14, 0, 25, 0	219, 241, 203	DBF1CB
Bronze		Metallic 873 U	30, 37, 80, 4	179, 149, 86	B39556
Bronze Tints		55%	22, 24, 39, 0	200, 184, 159	C8B89F
		25%	9, 10, 15, 0	230, 222, 211	E6DED3
Orange		Orange 021 U	0, 68, 87, 0	255, 117, 51	FF7533
Orange Tints		55%	0, 36, 42, 0	255, 179, 143	FFB38F
		25%	0, 16, 16, 0	255, 220, 204	FFDCCC
Blue		3135 U	100, 0, 16, 9	0, 159, 194	009FC2
Blue Tints		55%	51, 2, 11, 0	115, 202, 222	73CADE
		25%	23, 0, 5, 0	191, 231, 240	BFE7F0
Charcoal		Black 3U	71, 65, 68, 76	30, 30, 27	1E1E1B
White		White	0, 0, 0, 0	255, 255, 255	FFFFFF

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Color Usage Guide

Color Usage

This guide to palette combinations outlines what colors **do** and **do not** work together. These guidelines are based upon color complementarity and opposition. Squares with red "X's" are not recommended due to excessive visual vibration or lack of contrast when placed immediately side-by-side. Any combination of colors may be used within a single layout if space is given between vibrating colors.