Expansion of Yale's web color scheme: For initial Drupal templates
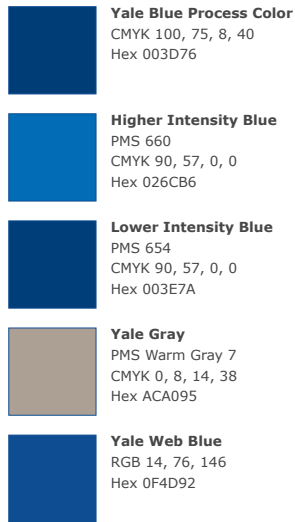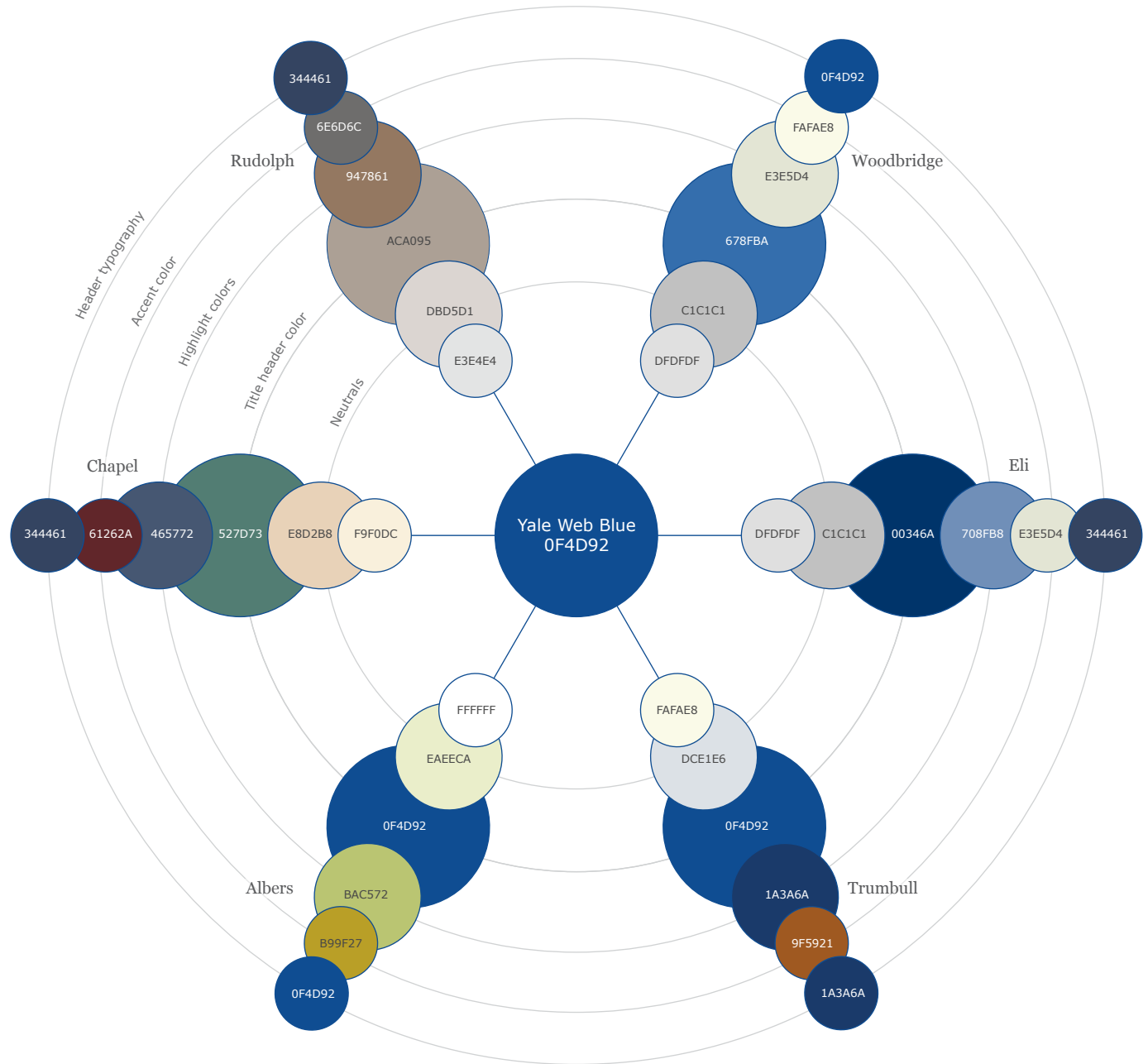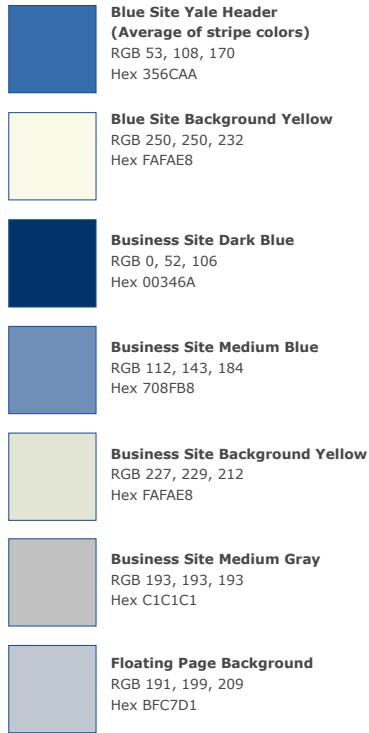
Core Yale colors from the Office of the University Printer

Yale Blue Process Color
CMYK 100, 75, 8, 40
Hex 003D76

Higher Intensity Blue
PMS 660
CMYK 90, 57, 0, 0
Hex 026CB6

Lower Intensity Blue
PMS 654
CMYK 90, 57, 0, 0
Hex 003E7A

Yale Gray
PMS Warm Gray 7
CMYK 0, 8, 14, 38
Hex ACA095

Yale Web Blue
RGB 14, 76, 146
Hex 0F4D92

Additional colors drawn from Yale's business sites, now in wide use

Blue Site Yale Header
(Average of stripe colors)
RGB 53, 108, 170
Hex 356CAA

Blue Site Background Yellow
RGB 250, 250, 232
Hex FAFAE8

Business Site Dark Blue
RGB 0, 52, 106
Hex 00346A

Business Site Medium Blue
RGB 112, 143, 184
Hex 708FB8

Business Site Background Yellow
RGB 227, 229, 212
Hex FAFAE8

Business Site Medium Gray
RGB 193, 193, 193
Hex C1C1C1

Floating Page Background
RGB 191, 199, 209
Hex BFC7D1

Header typography
Accent color
Highlight colors
Title header color
Neutrals

Rudolph: 344461, 6E6D6C, 947861, ACA095, DBD5D1, E3E4E4

Woodbridge: 0F4D92, FAFAE8, E3E5D4, 678FBA, C1C1C1, DFDFDF

Chapel: 344461, 61262A, 465772, 527D73, E8D2B8, F9F0DC

Yale Web Blue 0F4D92

Eli: DFDFDF, C1C1C1, 00346A, 708FB8, E3E5D4, 344461

Albers: FFFFFF, EAEECA, 0F4D92, BAC572, B99F27, 0F4D92

Trumbull: FAFAE8, DCE1E6, 0F4D92, 1A3A6A, 9F5921, 1A3A6A

A note about color spaces and display screen color
When using programs like Adobe Photoshop or Adobe Illustrator you may find that the exact hexadecimal color values that you specify may shift slightly in value in your finished JPEG or GIF graphics, depending on which color system you use (RGB vs. CMYK, or sRGB vs. Adobe RGB). Slight shifts in exact color values can result in very different-looking hex numbers. For example, #00346A and #023766 are virtually indistinguishable to the eye.

1 Feb 2010 PJL