

Color

The official academic colors of The Florida State University are garnet and gold. Specific colors are required dependant upon the platform in which they are to be utilized.

These guidelines will provide matching equivalents of the official school colors across all touchpoints, covering print (coated, uncoated, spot, process, and metallic formulas) and online media. A secondary color palette is provided for applications that require colors beyond garnet and gold. It is critical to maintain consistency when reproducing these colors across all communications.

Color specifications for licensed product are provided in the Florida State University Trademarks section on page 51.

Color Palette

Primary Colors

The Florida State University
Garnet

PANTONE 188 C
PANTONE 202 U
C12 M95 Y65 K65
R84 G01 B21
HEX #540115

The Florida State University
Gold

PANTONE 8383 C *Metallic*
PANTONE 4525 C
PANTONE 4525 U
C6 M9 Y39 K16
R205 G192 B146
HEX #CDC092

The primary color palette approved for use on all Florida State University communications consists of The Florida State University Garnet and Gold. Although both colors are used in The Florida State University Seal, the percentage of gold can equal but never exceed the percentage of garnet. The exception to this rule is enforced when the media is black or the application background is printed on black. In

this scenario, The Florida State University Gold is the dominant color.

Specifications are provided for printing with PANTONE® inks (spot-color printing) on coated and uncoated paper stock, for four-color process printing (CMYK), and for web and on-screen presentation (RGB and hexadecimal equivalents).

For information on color requirements for licensed products, please refer to page 51.

The CMYK and RGB equivalents shown here are specifically formulated to optimally match The Florida State University Garnet and Gold. They are not the automatic PANTONE® default formulas.

Accent Colors

Accent Colors

<div>Black</div> <div>BLACK BLACK C0 M0 Y0 K100 R0 G0 B0 HEX #000000</div> <div>75%</div> <div>50%</div>	<div>Dark Red</div> <div>PANTONE 504 C PANTONE 504 U C30 M82 Y44 K90 R43 G0 B7 HEX #2B0007</div> <div>75%</div> <div>50%</div>	<div>Bright Red</div> <div>PANTONE 187 C PANTONE 193 U C5 M100 Y71 K22 R167 G25 B48 HEX #A71930</div> <div>75%</div> <div>50%</div>	<div>Olive</div> <div>PANTONE 5625 C PANTONE 5625 U C41 M13 Y34 K39 R114 G133 B116 HEX #728574</div> <div>75%</div> <div>50%</div>	<div>Sky Blue</div> <div>PANTONE 542 C PANTONE 543 U C64 M19 Y1 K4 R134 G174 B202 HEX #86AECA</div> <div>75%</div> <div>50%</div>
<div>Dark Gray</div> <div>PANTONE Cool Gray 11 C PANTONE Cool Gray 11 U C0 M0 Y0 K68 R113 G112 B115 HEX #4D4F53</div> <div>75%</div> <div>50%</div>	<div>Warm Gray</div> <div>PANTONE Warm Gray 9 C PANTONE 7531 U C17 M25 Y25 K49 R125 G112 B109 HEX #7D706D</div> <div>75%</div> <div>50%</div>	<div>Pale Violet</div> <div>PANTONE 7445 C PANTONE 7445 U C40 M30 Y0 K2 R166 G162 B198 HEX #A6A2C6</div> <div>75%</div> <div>50%</div>	<div>Pale Green</div> <div>PANTONE 5585 C PANTONE 5585 U C22 M3 Y14 K8 R185 G210 B195 HEX #B9D2C3</div> <div>75%</div> <div>50%</div>	<div>Pale Yellow</div> <div>PANTONE 614 C PANTONE 614 U C3 M2 Y29 K3 R239 G232 B187 HEX #EFE8BB</div> <div>75%</div> <div>50%</div>

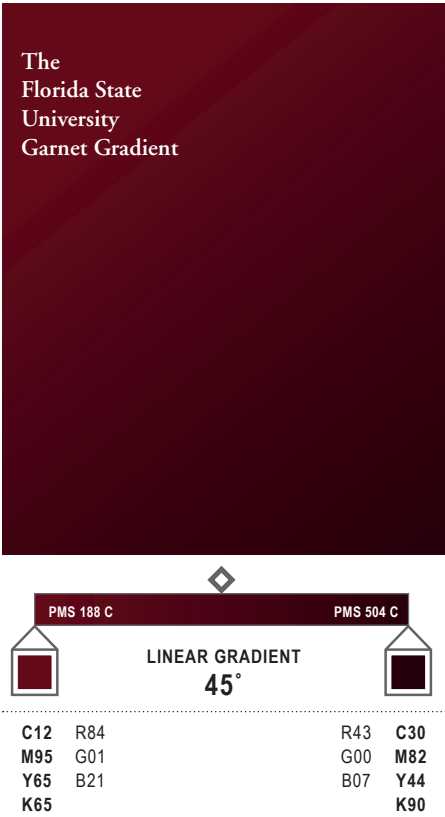
An accent colors palette is provided to complement the garnet and gold and to add flexibility and depth to the University's color system. Always use the accent colors palette in a support capacity.

Use the accent colors palette to illustrate data points in charts and graphs; use screens (in increments of 25% up to a 50% screen) of the accent colors in large areas for visual pacing and to add depth to “white space” in layouts; apply the accent colors in subtle ways to enhance the communications piece.

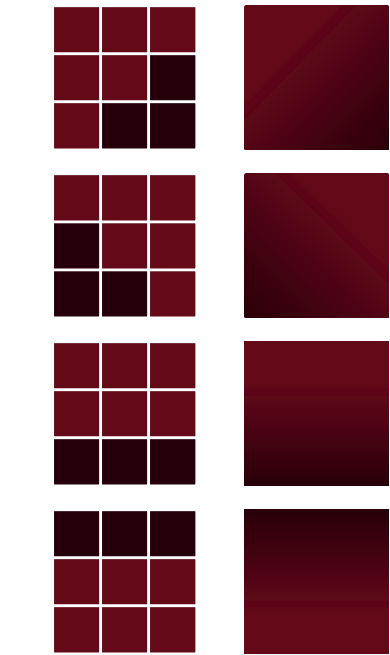
For information on how to apply the accent colors to Florida State University communications, refer to page 56.

Garnet Gradient

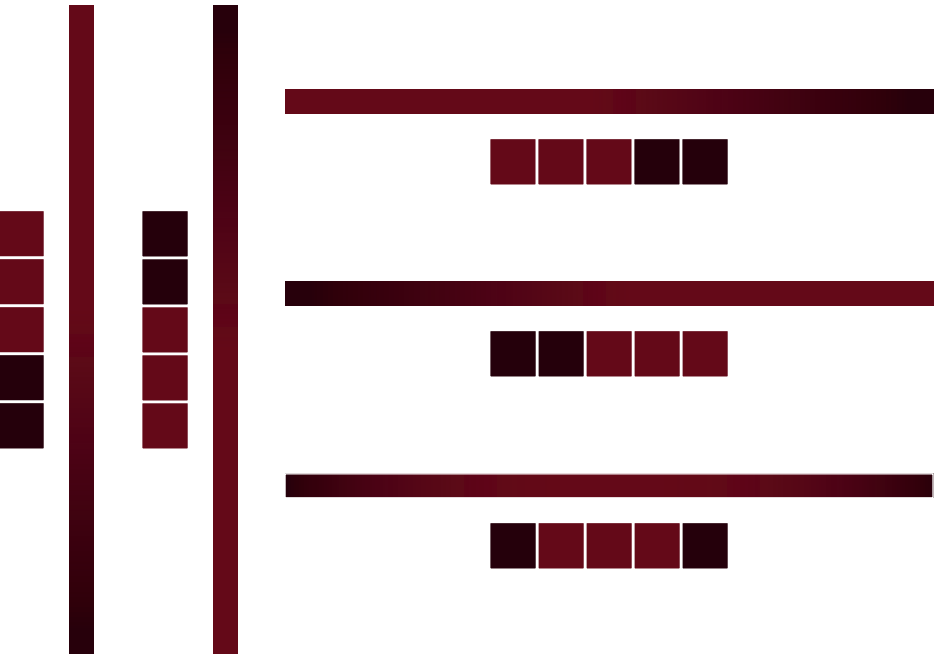
Garnet Gradient



Garnet Gradient — *Area*



Garnet Gradient — *Band*



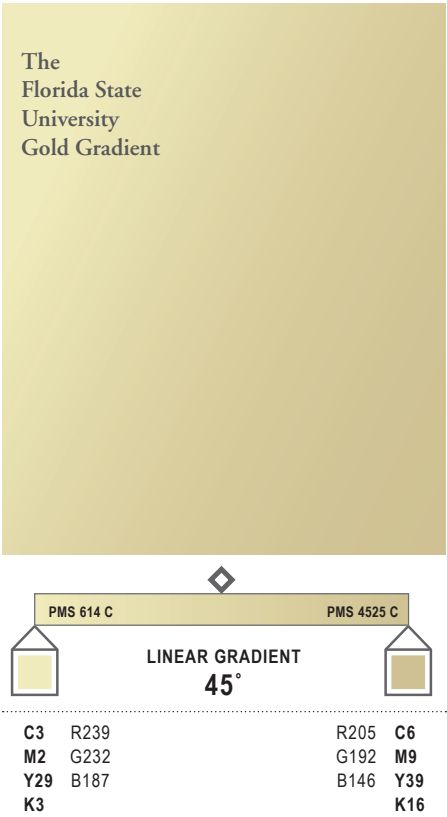
Introducing a gradient to the color palette adds dimension, depth, and richness to the University's primary colors. This strengthens the core colors while preserving the look and feel of the University.

The above gradient diagram outlines the PANTONE®, CMYK, and RGB formulas used to reproduce The Florida State University Garnet gradient as well as the preferred balance of light to dark garnet colors.

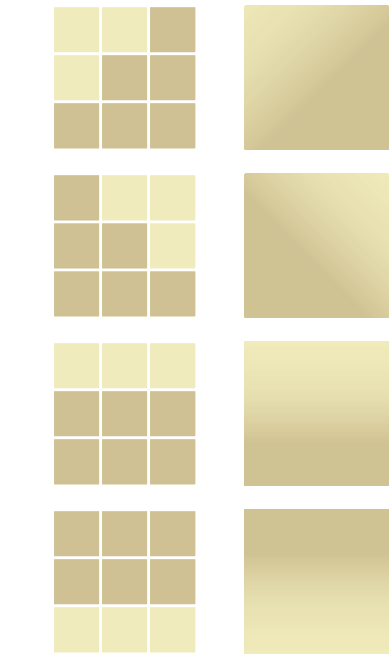
The square blocks above denote relative ratios of the preferred amount of light color to dark color when properly reproducing the garnet gradient.

Gold Gradient

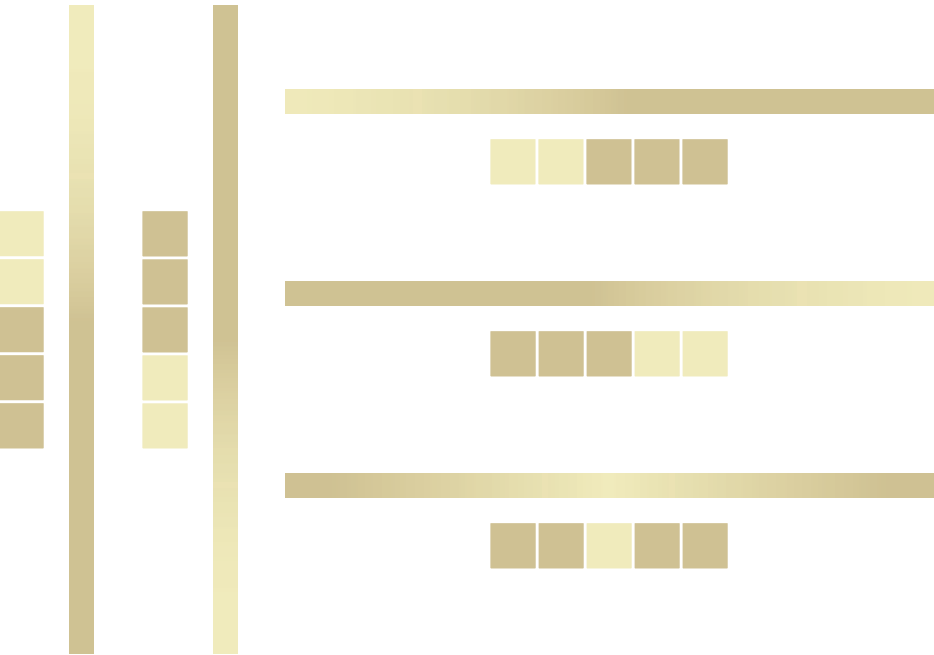
Gold Gradient



Gold Gradient — Area



Gold Gradient — Band



The gold gradient diagram demonstrates that when 4 color inks are used to create a gradient, it can replace a metallic ink and still achieve a level of richness and dynamism. This allows the University to elevate printed material using normal ink processes without the added cost and environmental harm of metallic inks.

The above gradient diagram outlines the PANTONE®, CMYK, and RGB formulas used to reproduce The Florida State University Gold gradient as well as the preferred balance of light to dark garnet colors.

The square blocks above denote relative ratios of the preferred amount of light color to dark color when properly reproducing the gold gradient.