# **Oklahoma Christian University Brand Colors**

The color palette extracted from Oklahoma Christian University’s brand and website reflects a **sophisticated identity** that balances institutional heritage with contemporary digital design. Each tier of the palette—primary, neutral, accent, and athletics—supports a hierarchy of meaning: maroon anchors tradition, neutrals provide clarity and structure, while accents inject energy and guide user interaction.

### **Primary Brand Color**

Oklahoma Christian’s **official maroon** (RGB 129, 20, 41 / HEX #811429) is the cornerstone of the brand. Specified as PMS 195 with additional black (CMYK 0, 100, 60, 75), it creates a deeper, richer hue than standard PMS 195. This maroon symbolizes the university’s heritage and authority, appearing prominently in headers, navigation bars, and key brand elements.  
 The **athletic department** uses a darker crimson variant (#660000), which gives sports materials a bolder and more competitive edge while still tying back to the official maroon.

### **Supporting Neutral Palette**

A robust **neutral system** underpins the brand. Black (#000000) and white (#FFFFFF) establish high contrast and readability, while softer near-whites (#F9F9F9, #F4F4F4) create calm, breathable backgrounds. A deep maroon accent (#48111C) reinforces hierarchy in typography and emphasis elements.  
 This neutral palette ensures consistency across platforms, giving the bold maroon and accents space to shine without overwhelming users.

### **Accent Color System**

The **accent palette** adds vibrancy, directing attention and creating emotional nuance. Teal/aqua tones (#5EC4B6, #BDE3DC) provide freshness and contemporary flair, often used in calls-to-action and interactive UI components. Coral (#FF937A) injects warmth and energy, while golden yellow (#F9C634) serves as a spotlight for important information. Muted blue-grays (#D5DFE7, #5C7A87) balance the palette with cooler, subdued tones for secondary content.  
 Together, these accents keep the brand approachable and digitally engaging without diluting its academic seriousness.

### **Silver and Tan Athletic Colors**

The athletic identity introduces **silver (PMS 421, #CCCCCC)** and **tan (PMS 466, #E2D79B)** as secondary team colors. These pair with maroon to differentiate athletics branding from the academic sphere while maintaining cohesion. Silver conveys sleek modernity, and tan adds warmth and contrast, particularly effective in uniforms and sports branding.

### **Special Use Color**

For overlays and layered effects, Oklahoma Christian uses a **semi-transparent purple-gray (RGBA 128, 126, 163, 0.6)**. This is often applied to photography or interactive components, adding depth without obscuring content.

### **Design Application Strategy**

The overall strategy follows a **clear hierarchy**:

* **Maroon** anchors tradition and authority.
* **Neutrals** build readability and flexible backgrounds.
* **Accents** highlight actions, engagement, and emotional tone.
* **Athletic silver and tan** carve out a distinct but harmonious identity for sports.
* **Overlays** add dimensionality for modern web design.

This layered approach ensures the university maintains **brand consistency** across academic, digital, and athletic contexts, while still providing room for variety, energy, and modern usability.