

OUR COLORS

MASTER BRAND COLORS

Use these color values when creating printed collateral.

Never Green and Yellow

Never use Pine Stand and Luminance together in large fields, or in close proximity in any instance.

Tints and Shades

No values other than those listed on this page may be used. Tints and shades of these colors are not permitted.

PRIMARY COLORS

<p>BEAVER ORANGE PANTONE 1665 CMYK 0-79-100-0</p>	<p>PADDLETAIL BLACK PANTONE BLACK CMYK 0-0-0-100</p>	<p>BUCKTOOTH WHITE PANTONE WHITE CMYK 0-0-0-0</p>	<p>ELECTRIC BEAV PANTONE 804 SPOT COLOR ONLY</p>
--	---	--	---

SECONDARY COLORS

	LAND	SEA	SUN	SPACE
BASE →	<p>PINE STAND PANTONE 7742 CMYK 71-8-100-50</p>	<p>HIGH TIDE PANTONE 7712 CMYK 100-0-28-20</p>	<p>LUMINANCE PANTONE 7549 CMYK 0-22-100-2</p>	<p>STRATOSPHERE PANTONE 7706 CMYK 100-16-10-44</p>
LIGHTS →	<p>REINDEER MOSS PANTONE 580 CMYK 20-0-36-0</p>	<p>SEAFOAM PANTONE 628 CMYK 20-0-7-0</p>	<p>CANDELA PANTONE 134 CMYK 0-12-60-0</p>	<p>MOONDUST PANTONE 545 CMYK 21-2-0-1</p>
DARKS →	<p>HOP BINE PANTONE 7767 CMYK 14-12-100-34</p>	<p>ROGUE WAVE PANTONE 7476 CMYK 89-22-34-65</p>	<p>SOLAR FLARE PANTONE 7570 CMYK 0-48-98-10</p>	<p>STAR CANVAS PANTONE 302 CMYK 100-48-12-58</p>
NEUTRALS →	<p>TILL PANTONE 7529 CMYK 7-14-20-22</p>	<p>COASTLINE PANTONE 7537 CMYK 18-8-20-24</p>	<p>HIGH DESERT PANTONE 7531 CMYK 16-29-38-53</p>	<p>CRATER PANTONE 7539 CMYK 24-13-18-38</p>

SCHOOL COLORS

In order to help differentiate the schools within the College of Engineering, a leading secondary color has been identified to complement the Oregon State master brand primary palette. Although these colors are used to help identify each school, they should still be subordinate to the primary colors from the master brand level.

Chemical, Biological
and Environmental
Engineering

HOP BINE

PANTONE 7767

CMYK
14-12-100-34

RGB
170-157-46

HEX
AA9D2E

Civil and Construction
Engineering

STRATOSPHERE

PANTONE 7706

CMYK
100-16-10-44

RGB
0-106-142

HEX
006A8E

Electrical
Engineering and
Computer Science

LUMINANCE

PANTONE 7549

CMYK
0-22-100-2

RGB
255-181-0

HEX
FFB500

Mechanical, Industrial
and Manufacturing
Engineering

ROGUE WAVE

PANTONE 7476

CMYK
89-22-34-65

RGB
13-82-87

HEX
0D5257

Nuclear Science
and Engineering

HIGH TIDE

PANTONE 7712

CMYK
100-0-28-20

RGB
0-133-155

HEX
00859B

SUB-BRAND SECONDARY COLORS

These secondary colors, also drawn from the master brand palette, support the leading secondary color for each school and further differentiate the schools from one another. They should be used in small doses, adhering to the ratios on the following pages.

Never Green and Yellow

Never use Pine Stand and Luminance together in large fields, or in close proximity in any instance.

Tints and Shades

No values other than those listed on this page may be used. Tints and shades of these colors are not permitted.

SECONDARY COLORS

<p><u>CHEMICAL, BIOLOGICAL AND ENVIRONMENTAL ENGINEERING</u></p>	<p><u>SOLAR FLARE</u> PANTONE 7570 CMYK 0-48-98-10</p>	<p><u>SEAFOAM</u> PANTONE 628 CMYK 20-0-7-0</p>	<p><u>HIGH DESERT</u> PANTONE 7531 CMYK 16-29-38-53</p>
<p><u>CIVIL AND CONSTRUCTION ENGINEERING</u></p>	<p><u>MOONDUST</u> PANTONE 545 CMYK 21-2-0-1</p>	<p><u>CRATER</u> PANTONE 7539 CMYK 24-13-18-38</p>	<p><u>TILL</u> PANTONE 7529 CMYK 7-14-20-22</p>
<p><u>ELECTRICAL ENGINEERING AND COMPUTER SCIENCE</u></p>	<p><u>CANDELA</u> PANTONE 134 CMYK 0-12-60-0</p>	<p><u>STAR CANVAS</u> PANTONE 302 CMYK 100-48-12-58</p>	<p><u>HIGH DESERT</u> PANTONE 7531 CMYK 16-29-38-53</p>
<p><u>MECHANICAL, INDUSTRIAL AND MANUFACTURING ENGINEERING</u></p>	<p><u>SOLAR FLARE</u> PANTONE 7570 CMYK 0-48-98-10</p>	<p><u>REINDEER MOSS</u> PANTONE 580 CMYK 20-0-36-0</p>	<p><u>TILL</u> PANTONE 7529 CMYK 7-14-20-22</p>
<p><u>NUCLEAR SCIENCE AND ENGINEERING</u></p>	<p><u>STAR CANVAS</u> PANTONE 302 CMYK 100-48-12-58</p>	<p><u>CRATER</u> PANTONE 7539 CMYK 24-13-18-38</p>	<p><u>COASTLINE</u> PANTONE 7537 CMYK 18-8-20-24</p>

CHEMICAL, BIOLOGICAL AND ENVIRONMENTAL ENGINEERING

NUCLEAR SCIENCE AND ENGINEERING

CIVIL AND CONSTRUCTION ENGINEERING

MECHANICAL, INDUSTRIAL AND MANUFACTURING ENGINEERING

ELECTRICAL ENGINEERING AND COMPUTER SCIENCE