

APPROVED:

THE FULL PALETTE | PRINT

PANTONE (PMS)

294	2202	1925	389	7404	291	2347	320	432
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CMYK

100, 86, 14, 24	90, 0, 3, 0	0, 100, 63, 0	20, 0, 100, 0	0, 10, 100, 0	41, 3, 1, 0	0, 70, 78, 0	100, 11, 38, 0	69, 55, 46, 13
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PLEASE NOTE: The PMS color may look different than the cmyk color on a screen and there will be variations in colors when printed. Please consult with the printer if you have any questions.

APPROVED:

THE FULL PALETTE | DIGITAL

PLEASE NOTE: Using the online web accessibility tool, WebAIM Tracker, these colors have been determined to be accessible when used on white or Brandeis Blue digital backgrounds. For other combinations, check an online accessibility contrast tool. Also note that the recommended hex code/RGB numbers may be different whether for a white background or a Brandeis Blue background.

- ★★ This color combo passes for large type (3.0 minimum), but does not pass for small type (4.5 minimum).
- ★★★ This color combo passes for both large and small type.

★★★	★★★	★★★	★★★	★★	★★	★★
HEX: #003478 RGB: 0, 52, 120	HEX: #E61A4F RGB: 230, 26, 79	HEX: #0B7886 RGB: 11, 120, 134	HEX: #5C6671 RGB: 106, 109, 113	HEX: #259FD5 RGB: 37, 159, 213	HEX: #F05440 RGB: 240, 84, 64	HEX: #009CA7 RGB: 0, 156, 167

USE ON A WHITE
BACKGROUND

★★★	★★★	★★★	★★★	★★	★★
HEX: #00B3E9 RGB: 0, 179, 233	HEX: #D6DE24 RGB: 214, 222, 36	HEX: #FFDD00 RGB: 255, 221, 0	HEX: #8DD0EF RGB: 141, 208, 239	HEX: #F03159 RGB: 240, 49, 89	HEX: #F37046 RGB: 243, 112, 70

USE ON A
BRANDEIS BLUE
BACKGROUND