The university’s Signature Colors (Titan Blue, white and Titan Orange) are one of the most recognizable elements of our brand identity. Careful consideration should be placed on how best to apply them along with supplemental palettes (secondary, neutrals and accent colors).

**GENERAL RULES**

- **CSUF Signature Colors**: (Titan Blue, white and Titan Orange) should always play the dominant role on your communication materials.

- **Secondary and Neutral Colors**: You may use the secondary colors as background colors or to highlight certain text or areas on the page. These colors are designed to complement our Signature Colors and should not supercede them.

- **Accent (Tertiary) Colors**: This palette is reserved to highlight a small area on a page. These colors should occupy no more than 10% of space on a page. These colors are useful for graphs, charts, infographics, and small decorative elements.

- Display our Signature Colors as the primary colors in your communications materials. No other colors can supercede or take primacy over our Signature Colors.

- No university division, college, department, center, and official group can substitute the Signature Colors with another color scheme. Secondary, neutral and accents colors are available only as supplements to the Signature Colors.

- Other than complex graphics such as infographics, we recommend limiting your color palette to 3-4 colors (including our Signature Colors) on all communication materials. Incorporating too many colors can confuse our audiences and weaken our brand.
# UNIVERSITY COLORS

## Signature Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>PMS</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>DK MED BLUE</td>
<td>100/20/0/45</td>
<td>7469</td>
<td>0/85/125</td>
<td>#00376B</td>
</tr>
<tr>
<td>MED BLUE</td>
<td>100/30/5/20</td>
<td>7705</td>
<td>0/102/148</td>
<td>#084B8A</td>
</tr>
<tr>
<td>LT. BLUE</td>
<td>45/0/6/6</td>
<td>630</td>
<td>123/199/220</td>
<td>#9CD0E8</td>
</tr>
<tr>
<td>BRIGHT ORANGE</td>
<td>0/42/100/10</td>
<td>7564</td>
<td>220/130/24</td>
<td>#DC8218*</td>
</tr>
<tr>
<td>SUNSHINE</td>
<td>0/27/100/0</td>
<td>7408</td>
<td>254/178/16</td>
<td>#FEB210</td>
</tr>
<tr>
<td>MED. GREEN</td>
<td>40/0/100/50</td>
<td>7496</td>
<td>81/105/23</td>
<td>#516917*</td>
</tr>
<tr>
<td>DT. MED BLUE</td>
<td>74/38/88/28</td>
<td>7743</td>
<td>51/79/46</td>
<td>#334F2E</td>
</tr>
<tr>
<td>BRICK RED</td>
<td>26/90/100/25</td>
<td>174</td>
<td>151/50/31</td>
<td>#97321F</td>
</tr>
<tr>
<td>BURNT ORANGE</td>
<td>0/65/100/25</td>
<td>471</td>
<td>191/95/22</td>
<td>#BF5F16*</td>
</tr>
<tr>
<td>LT. GREEN</td>
<td>35/0/100/25</td>
<td>377</td>
<td>131/147/42</td>
<td>#A8AD00</td>
</tr>
<tr>
<td>MUSTARD</td>
<td>7/35/100/13</td>
<td>1245</td>
<td>193/141/27</td>
<td>#C8D1B</td>
</tr>
</tbody>
</table>

## Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>PMS</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>LT. ORANGE</td>
<td>0/42/100/10</td>
<td>7564</td>
<td>220/130/24</td>
<td>#DC8218*</td>
</tr>
<tr>
<td>SUNSHINE</td>
<td>0/27/100/0</td>
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</tr>
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</tr>
<tr>
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<td>#334F2E</td>
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<td>151/50/31</td>
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</tr>
<tr>
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<td>35/0/100/25</td>
<td>377</td>
<td>131/147/42</td>
<td>#A8AD00</td>
</tr>
<tr>
<td>MUSTARD</td>
<td>7/35/100/13</td>
<td>1245</td>
<td>193/141/27</td>
<td>#C8D1B</td>
</tr>
</tbody>
</table>

## Accent (Tertiary) Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>PMS</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROWN</td>
<td>29/75/80/78</td>
<td>4625</td>
<td>56/18/3</td>
<td>#37241E</td>
</tr>
<tr>
<td>BRICK RED</td>
<td>26/90/100/25</td>
<td>174</td>
<td>151/50/31</td>
<td>#97321F</td>
</tr>
<tr>
<td>BURNT ORANGE</td>
<td>0/65/100/25</td>
<td>471</td>
<td>191/95/22</td>
<td>#BF5F16*</td>
</tr>
<tr>
<td>LT. GREEN</td>
<td>35/0/100/25</td>
<td>377</td>
<td>131/147/42</td>
<td>#A8AD00</td>
</tr>
</tbody>
</table>

*reserved for merchandise and apparels only*
UNIVERSITY COLORS

Neutrals

COOL GRAY 80
CMYK: 24/0/0/80
PMS: 7545
RGB: 62/81/90
HEX: #3E515A

COOL GRAY 60
CMYK: 18/0/0/60
PMS: 7544
RGB: 103/121/131
HEX: #677983 *

COOL GRAY 40
CMYK: 12/0/0/40
PMS: 7543
RGB: 146/161/171
HEX: #92A1AB

COOL GRAY 20
CMYK: 6/0/0/20
PMS: 5455
RGB: 194/205/211
HEX: #EAEC

WARM GRAY 80
CMYK: 23/32/31/64
PMS: Warm Gray 11
RGB: 94/81/78
HEX: #5E514E

WARM GRAY 60
CMYK: 16/23/23/44
PMS: Warm Gray 8
RGB: 135/123/119
HEX: #877B77

WARM GRAY 40
CMYK: 11/13/14/26
PMS: Warm Gray 5
RGB: 175/169/166
HEX: #AFA9A6

WARM GRAY 20
CMYK: 2/3/4/5
PMS: Warm Gray 1
RGB: 234/230/227
HEX: #EAE6E3

TAUPE
CMYK: 10/15/45/28
PMS: 7503
RGB: 133/114/73
HEX: #CDB99C

BEIGE
CMYK: 0/5/25/15
PMS: 468
RGB: 222/208/174
HEX: #DED0AE

Note: web colors marked with asterisk * indicate they do not meet accessibility standards. Therefore, they cannot be use as font colors or background color behind text. They can only be use as decorative elements.
PHYSICS DEPARTMENT

A hallmark of our department is the research conducted by our faculty members together with undergraduate and master’s students. Our programs include experimental, computational, and theoretical physics, astronomy, and physics education research.

**Example:**

<table>
<thead>
<tr>
<th>secondary</th>
<th>accent color</th>
</tr>
</thead>
</table>

**PROPER:** secondary and neutral colors can be applied as background colors and text blocks. Accent colors can also be used as background colors, but should occupy no more than 10% of the page (see example below). Please restrict accent colors for graphs, charts, infographics and as small highlights or decorative elements.

**INCORRECT:** accent colors cannot be used to flood a large space.

**Example:**

<table>
<thead>
<tr>
<th>accent color limit</th>
<th>Annual Report</th>
</tr>
</thead>
</table>

**PROPER:** Signature, secondary and neutral palettes can be used for large space. Accent colors can consume more than 10% of page space.

**INCORRECT:** accent colors cannot be used more than 10% of page space.

**Infographics**

**PROPER:** charts, graphs, and infographics can use any approved colors.

**Headers**

**PROPER:** for title bar, mastheads, and headers, Titan Blue, black, and white are recommended. Other approved colors can be applied only as decorative elements.

**INCORRECT:** avoid using all other colors for headers.
The faculty and students involved have earned national physics and astronomy awards, attract federal funding, and regularly publish and present their research.

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A hallmark of our department is the research conducted by our faculty members together with undergraduate and master’s students. Our programs include experimental, computational, and theoretical physics, astronomy, and physics education research.

My physics professors have prepared me for graduate school and a future in research.

Fullerton
Los Angeles
San Francisco
San Diego

The faculty and students involved have earned national physics and astronomy awards, attract federal funding, and regularly publish and present their research.

CAN I APPLY AS A FIRST TIME FRESHMAN?

Undergraduate programs are designated as impacted when the number of applications received during the initial filing period is larger than the number of spaces available. Impacted programs and campuses require applicants to meet competitive admission criteria.

INCORRECT: accent colors cannot be used as primary text color.

PHYSICS DEPARTMENT

A hallmark of our department is the research conducted by our faculty members together with undergraduate and master’s students. Our programs include experimental, computational, and theoretical physics, astronomy, and physics education research.

My physics professors have prepared me for graduate school and a future in research.

The faculty and students involved have earned national physics and astronomy awards, attract federal funding, and regularly publish and present their research.

NURSING

INCORRECT: avoid altering the opacity (including tinting and screening) of orange.

Opacity

The opacity for secondary, neutral, and accent colors can be adjusted.

100% 70% 50%