



CALIFORNIA STATE UNIVERSITY
FULLERTON

CSUF COLOR USAGE GUIDE

QUICK REFERENCE

The university's Signature Colors (Titan Blue, white and Titan Orange) are one of the most recognizable element 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, deparment, center, and offical 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



CMYK: 100/50/0/60
PMS: 2955
RGB: 0/39/76
HEX: #00274C



CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF



CMYK: 0/60/100/0
PMS: 152
RGB: 255/121/0
HEX: #FF7900 *

Secondary Colors



DK MED BLUE

CMYK: 100/20/0/45
PMS: 7469
RGB: 0/85/125
HEX: #00376B



MED BLUE

CMYK: 100/30/5/20
PMS: 7705
RGB: 0/102/148
HEX: #084B8A



LT. BLUE

CMYK: 45/0/6/6
PMS: 630
RGB: 123/199/220
HEX: #9CD0E8



BRIGHT ORANGE

PMS: Orange 021
reserved for merchandise and apparels only



LT. ORANGE

CMYK: 0/42/100/10
PMS: 7564
RGB: 220/130/24
HEX: #DC8218 *



SUNSHINE

CMYK: 0/27/100/0
PMS: 7408
RGB: 254/178/16
HEX: #FEB210

Accent (Tertiary) Colors



BROWN

CMYK: 29/75/80/78
PMS: 4625
RGB: 56/18/3
HEX: #37241E



BRICK RED

CMYK: 26/90/100/25
PMS: 174
RGB: 151/50/31
HEX: #97321F



BURNT ORANGE

CMYK: 0/65/100/25
PMS: 471
RGB: 191/95/22
HEX: #BF5F16 *



DK. GREEN

CMYK: 74/38/88/28
PMS: 7743
RGB: 51/79/46
HEX: #334F2E



MED. GREEN

CMYK: 40/0/100/50
PMS: 7496
RGB: 81/105/23
HEX: #516917 *



LT. GREEN

CMYK: 35/0/100/25
PMS: 377
RGB: 131/147/42
HEX: #A8AD00



MUSTARD

CMYK: 7/35/100/13
PMS: 1245
RGB: 193/141/27
HEX: #C18D1B

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: #EAECEC



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.

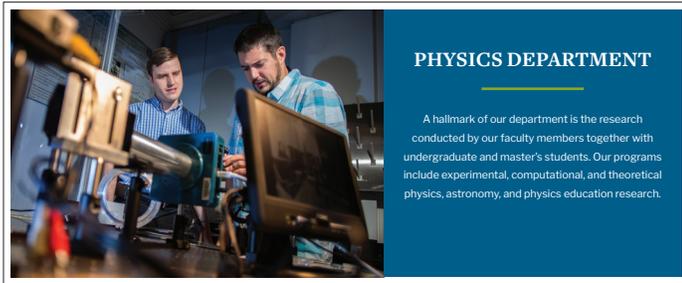
Background Color

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.

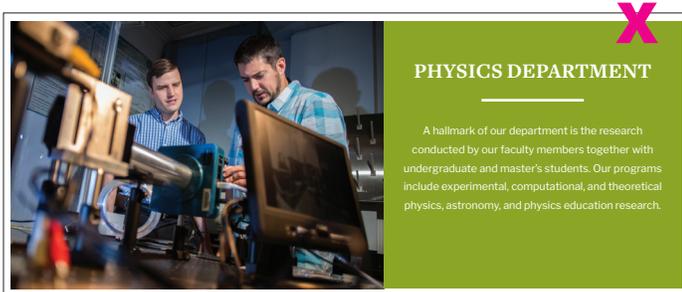
INCORRECT: accent colors cannot be used to flood a large space.

Example:

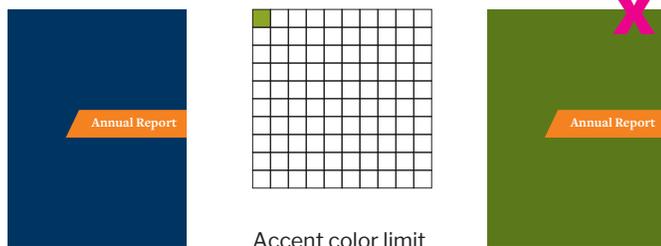
 secondary  accent color



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

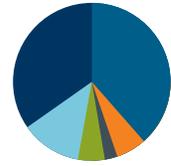
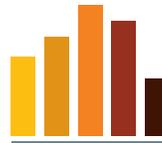
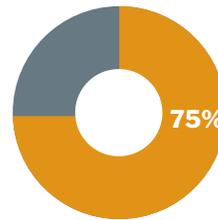


PROPER: Signature, secondary and neutral palettes can be used for large space. Accent colors can consume no more than 10% of



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.



Typography

PROPER: all approved colors can be used for text displays such as:

- headlines and subheads
- drop caps
- pullquotes
- bullets
- frequently asked questions
- table of content
- highlighted text (e.g. important notice)

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.

- Fullerton
- Los Angeles
- San Francisco
- San Diego

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.

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Side Bars

PROPER: for text blocks such as sidebars, please use Signature, secondary or neutral colors. Accent colors can be used but cannot take up more than 10% of page space.

CONTACT

For more information:
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email: contact@fullerton.edu
call: 657-278-XXXX

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Opacity

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

NURSING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eu cursus nisi, in auctor neque. Nulla dolor quam, lacinia nec dui sit amet, aliquam viverra nisi.

100%

NURSING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eu cursus nisi, in auctor neque. Nulla dolor quam, lacinia nec dui sit amet, aliquam viverra nisi.

70%

NURSING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eu cursus nisi, in auctor neque. Nulla dolor quam, lacinia nec dui sit amet, aliquam viverra nisi.

50%

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

