## Official WSU Colors and Typography

### Primary Colors

**Crimson**
- PMS — 201 C
- RGB — 166 15 45
- CMYK — 0 100 63 31
- HEX — #A60F2D

**Gray**
- PMS — 7540 C
- RGB — 77 77 77
- CMYK — 34 24 24 64
- Black — 77%
- HEX — #4D4D4D

### Secondary Colors

**Red**
- PMS — 186 C
- RGB — 202 18 55
- CMYK — 14 100 82 4
- HEX — #CA1237

**Black**
- PMS — Neutral Black
- RGB — 0 0 0
- CMYK — 0 0 0 100
- HEX — #000000
- Black variations 80%, 70%, 60%, 50%, 40%, 30%

**White**
- RGB — 255 255 255
- CMYK — 0 0 0 0
- HEX — FFFFFFFF

### Accent Colors

**Autumn**
- PMS — 165 C
- RGB — 225 103 39
- CMYK — 0 68 96 0
- HEX — #FF6727

**Goldfinch**
- PMS — 3945 C
- RGB — 243 231 0
- CMYK — 2 0 98 0
- HEX — #F3E700

**Vineyard**
- PMS — 2290 C
- RGB — 170 220 36
- CMYK — 34 0 95 0
- HEX — #AADC24

**Pacific Sky**
- PMS — 2985 C
- RGB — 91 195 245
- CMYK — 58 0 0 0
- HEX — #5BC3F5

**Midnight**
- PMS — 648 C
- RGB — 0 45 97
- CMYK — 100 69 0 56
- HEX — #002D61
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- Use an accent color in limited ways to support specific communication objectives.
- Do not use an accent color in a dominant way, implying that it is an official university color.
- Do not pair an accent color with crimson in a way that implies it has equal or secondary status as a university color.

The palette should be 70% crimson and/or gray, 20% a secondary color, and 10% or less devoted to the accent color palette.

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Typography

To create a consistent look for a wide variety of communications, two typefaces for print (Proxima Nova and FreightBig Pro) and one for web (Montserrat) are included.

<table>
<thead>
<tr>
<th>Sans Serif</th>
<th>Web</th>
<th>Print</th>
<th>Microsoft Substitute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montserrat</td>
<td></td>
<td>Proxima Nova</td>
<td>Corbel / Arial</td>
</tr>
<tr>
<td>FreightBig Pro</td>
<td></td>
<td></td>
<td>Baskerville Old Face</td>
</tr>
</tbody>
</table>