

# Supplementary Color Palette

2023

Edition 1.0

A large, stylized logo consisting of the letters 'FIT' in a bold, sans-serif font, tilted at an angle. The letters are black and are set against a light gray circular background that is centered on the right side of the page.

State University  
of New York

# Introduction

Since the FIT rebrand in 2018, the institution has successfully delivered visual communications through consistent applications across all available platforms using the guidelines set forth in the new brand guidelines.

With the brand now well established, the palette has been expanded beyond the initial three brand colors, offering additional creative options for the college's print and digital materials.

The supplemental colors are designed to support and complement FIT's current branding; they should be applied clearly and consistently to ensure that the institutional branding is maintained.

Application of the new color options requires continued adherence to the existing brand guidelines set forth in 2018.

# 1.0

## Color

Within the FIT brand, there are three color palettes : the Official School Palette, the Spectrum Palette and the Adaptive Palette. Each have specific usage context; for further information, please refer to Section 6 in the FIT Brand Guidelines.

**When using these colors with text, you must check color contrast for accessibility. To ensure legibility, larger text is recommended.** Test the text colors before using them: <https://webaim.org/resources/contrastchecker/>

# 1.1

## Official School Palette

**FIT Unconventional Blue**



**PMS**  
286 C  
286 U

**CMYK**  
100 75 0 0

**RGB**  
0 5 249

**HEX**  
#0036F9

**FIT Unconventional Green**



**PMS**  
7480 C  
7480 U

**CMYK**  
82 0 88 0

**RGB**  
18 196 119

**HEX**  
#12C477

**FIT Unconventional Pink**



**PMS**  
813 C  
813 U








**CMYK**  
0 83 0 0

**RGB**  
255 46 170

**HEX**  
#FF2EAA

# 1.2

## Supplementary Color Palette

<b>CYAN</b>		<b>PMS</b> 311 C 311 U	<b>CMYK</b> 59 0 3 0	<b>RGB</b> 4 217 255	<b>HEX</b> #04D9FF
<b>TEAL</b>		<b>PMS</b> 3275 C 3275 U	<b>CMYK</b> 75 8 55 0	<b>RGB</b> 46 172 144	<b>HEX</b> #2EAC90
<b>YELLOW</b>		<b>PMS</b> 123 C 624 U	<b>CMYK</b> 0 27 88 0	<b>RGB</b> 254 191 58	<b>HEX</b> #FEBF3A
<b>ORANGE</b>		<b>PMS</b> 1505 C 1505 U	<b>CMYK</b> 0 72 100 0	<b>RGB</b> 243 108 33	<b>HEX</b> #F36C21
<b>PURPLE</b>		<b>PMS</b> 241 C 241 U	<b>CMYK</b> 35 100 0 0	<b>RGB</b> 193 39 45	<b>HEX</b> #AB218E
<b>RED</b>		<b>PMS</b> 200 C 200 U	<b>CMYK</b> 25 100 100 0	<b>RGB</b> 193 39 45	<b>HEX</b> #C1272D
<b>BROWN</b>		<b>PMS</b> 729 C 729 U	<b>CMYK</b> 35 55 88 0	<b>RGB</b> 176 126 80	<b>HEX</b> #B07E50

# 1.3 Color on Logos

## Using the Supplementary Color Palette

All FIT logos should only be rendered in Black, White, Official School Color Palette or Supplementary Color Palette avoiding the contrast scenarios shown below. **FIT lockups must be large enough to pass the accessibility test.**

**Do** – use Supplementary Color Palette for FIT lockups on white backgrounds.



**Do** – use Supplementary Color Palette on FIT logos with black text



**Do** – use white lockups on backgrounds using Supplementary Color Palette



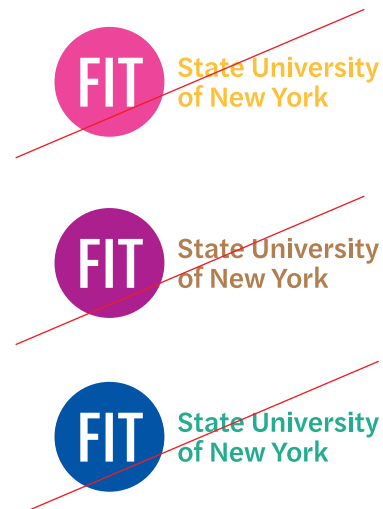
**Do** – use black lockups on backgrounds using Supplementary Color Palette



**Do** – use colored lockups on backgrounds using Official and Supplementary Color Palettes that provide enough complementary contrast



**Don't** – use different colors (either Official or Supplementary) in FIT lockup



**Don't** – use different lockup colors in combination with one another (either Official or Supplementary) that do not provide enough or complementary contrast



# 1.4

## Color Do's

### Using the Supplementary Color Palette

Colors should be used with white or shades of the same color. Overall, designs should feel bright and vibrant with majority of white or Supplementary color

Do – use white graphics on Supplementary Color background



Do – use Supplementary Color and Official Color Palette in graphics and backgrounds together that are bright and complimentary



Do – use shades of a Supplementary Color for backgrounds



# 1.5 Color Don'ts

All FIT logos should only be rendered in Black, White, Official School Color Palette or Supplementary Color Palette avoiding the contrast scenarios shown below.

## Using the Supplementary Color Palette

**Don't** – use color graphics using the Supplementary Color Palette that do not provide enough contrast between different colors



**Don't** – use graphic elements using the Supplementary Color Palette that do not provide enough contrast between different colors



**Don't** – use color graphics using more than one Official Color Palette with Supplementary Colors



**Don't** – use Supplementary Colors with text on other colors that is difficult to read or does not provide enough contrast



**Don't** – use Official and Supplementary Colors in graphic elements and backgrounds together that are not complementary



**Don't** – use too many color combinations of from the Official Color Palette and Supplementary Color Palette



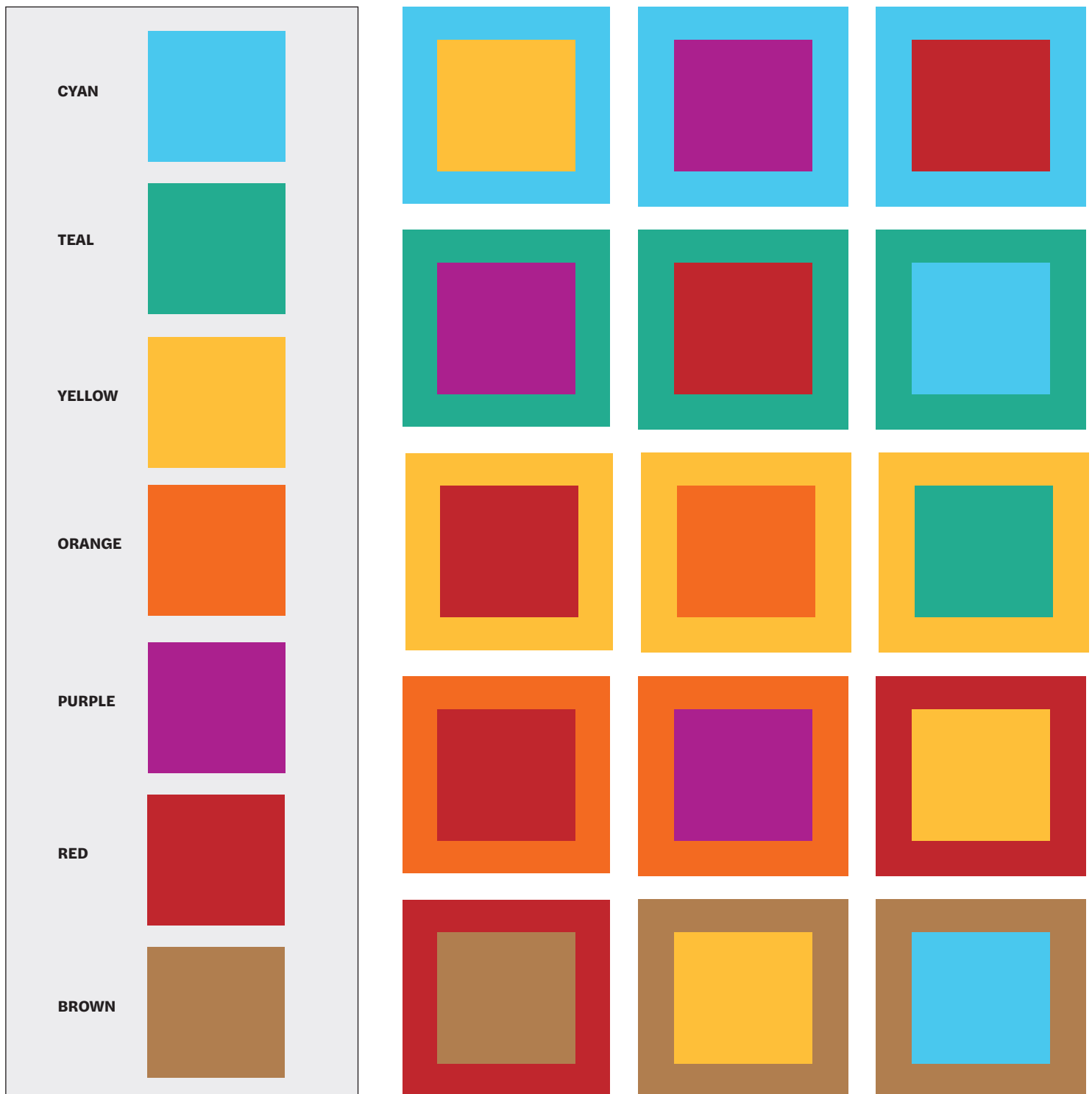


# 1.6

## Recommended Color Combinations

Using the Supplementary Color Palette

Supplementary Color Palette Combinations




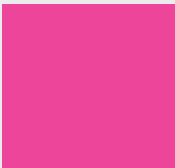

# 1.7

## Recommended Color Combinations







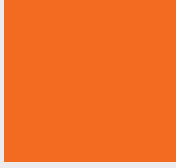
Using the Supplementary and Official Color Palettes

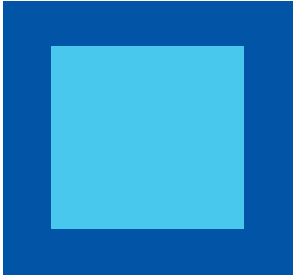
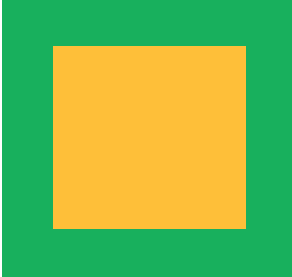

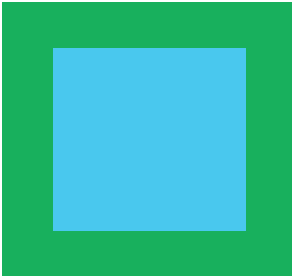





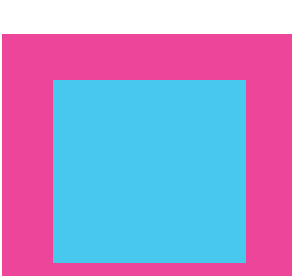
Supplementary and Official Color Palette Combinations

**Official Color Palette**

<b>BLUE</b>			<b>GREEN</b>
<b>PINK</b>			

**Supplementary Color Palette**

<b>CYAN</b>			<b>PURPLE</b>
<b>TEAL</b>			<b>RED</b>
<b>YELLOW</b>			<b>BROWN</b>
<b>ORANGE</b>			

# 1.8 Design Samples

## Using the Supplementary Color Palette

### Supplementary Color Palette Combinations

**Student Exhibition**  
**09.22**



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**Alumni Event**  
**10.24**



**Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium**

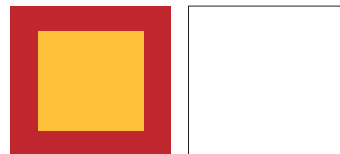
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Color Combination



Color Combination



When using these colors for text, you must check color contrast for accessibility. Large text in these colors is recommended. Test the colors before applying these colors: <https://webaim.org/resources/contrastchecker/>

# 1.9 Design Samples

## Using the Official and Supplementary Color Palettes

Official and Supplementary Color Palette Combinations

**Career Fair**

**10.27**



**Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium**

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**Dye Garden Tour**

**08.24**



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Color Combination



Color Combination



**When using these colors for text, you must check color contrast for accessibility. Large text in these colors is recommended.** Test the colors before applying these colors: <https://webaim.org/resources/contrastchecker/>

# Supplementary Color Palette

A large, stylized logo consisting of the letters 'FIT' in a bold, black, sans-serif font. The letters are arranged in a slightly curved, upward-sloping line. This logo is centered within a large, light gray circle that is set against a solid black background.

State University  
of New York