

# OFFICIAL COLOR PALETTE



## FLAGLER CRIMSON

Pantone 1807 C

4-color process:  
Co7 M94 Y65 K31

Web color  
a52238



## FLAGLER GOLD

Pantone 1235 C

4-color process:  
Co M30 Y95 K0

Web color  
fdb924



## FLAGLER GRAY

Pantone Warm Gray 10 C

4-color process:  
C20 M29 Y28 K56

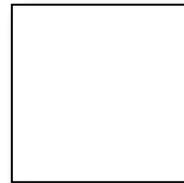
Web color  
6e615d



## FLAGLER BLACK

Pantone Black C

4-color process:  
Co Mo Yo K100



## FLAGLER WHITE

Pantone White

4-color process:  
Co Mo Yo K0

### PALETTE

The color palette has been created to give the Flagler College trademarks a distinct appearance in the marketplace. Our primary brand colors are Flagler crimson, gold, and gray. Flagler crimson is the same color used in the Primary and Secondary Trademarks and is an important part of the Flagler signature. The color white and white space are also an important part of the Flagler College trademarks, as they enhance the visibility of the marks.

To understand how to use these colors, please consult the proportion chart on the following page. You should use the colors in their proper proportion. We lead the way with Flagler crimson and gold, which are complemented by Flagler gray. Page 12 contains guidelines for the color, size, and placement of additional wording that might be used with the Flagler College marks.

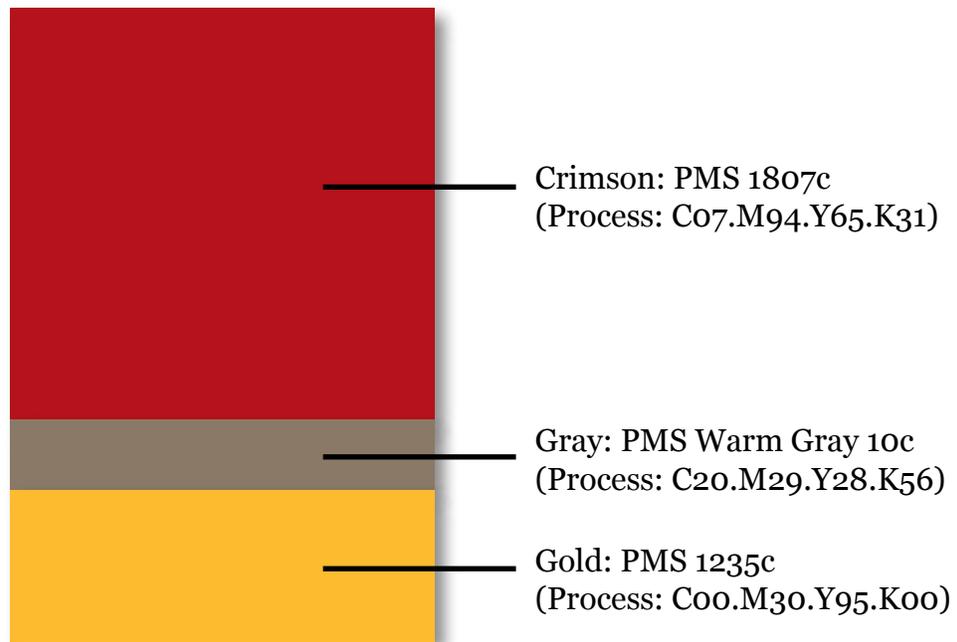
### SPECIFICATIONS

Use the correct color specifications for the chosen media as indicated above. Specifications are given for all key print and on-screen requirements. It is preferable to use the CMYK breakdowns by converting PANTONE colors to CMYK within any software such as Adobe Illustrator or InDesign.

When using Flagler's colors in process, spot or web applications, **DO NOT MATCH COLORS TO THIS PAGE**, match colors to the appropriate values listed above.

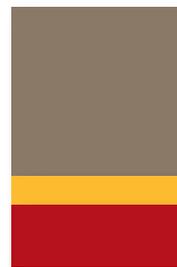
When selecting paper, we generally recommend a bright-white premium sheet - either uncoated smooth or dull, coated stocks.

# PROPORTIONAL COLOR USAGE

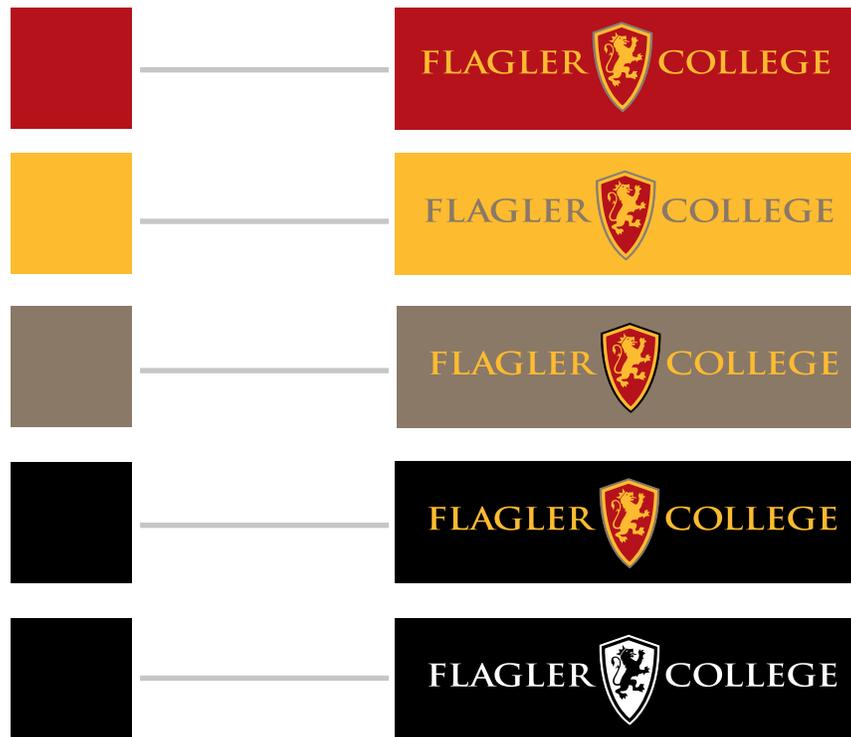


## PROPORTIONAL COLOR SYSTEM

The lion and the shield mark used with the proportional color system can generate a wide variety of looks while maintaining the unique character of the Flagler College marks.



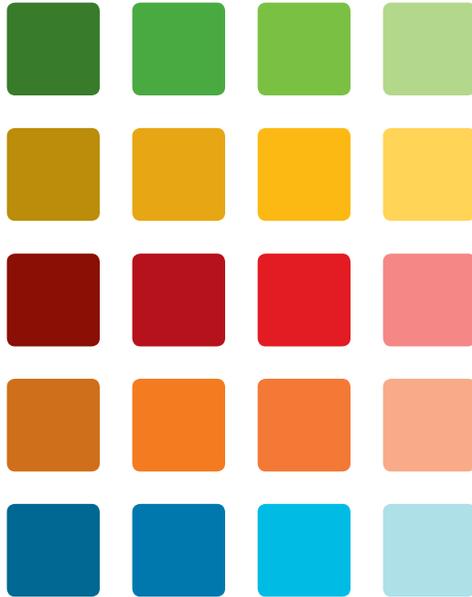
# ACCEPTABLE COLOR VARIATIONS FOR THE PRIMARY AND SECONDARY TRADEMARKS



As shown above, the Primary and Secondary Trademarks may be used on Flagler crimson, gold, or gray backgrounds, as well as on black and white backgrounds. Again, the preferred usage of the Primary and Secondary Trademarks is with a white background as shown on pages 2-3, and that version of the Primary and Secondary Trademarks should be used whenever possible. It is important to be consistent with the overall visual presentation and maintain sufficient contrast for good recognition and readability.

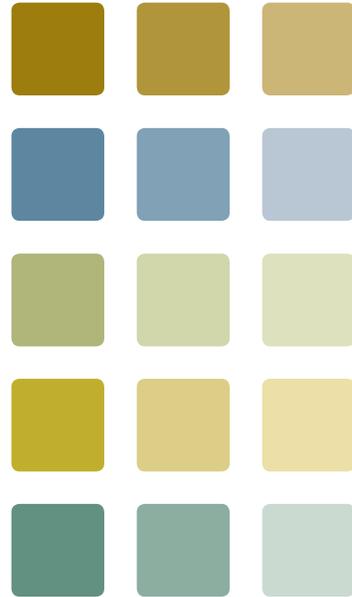
# COMMUNICATIONS COLOR SYSTEM

## DRAMA



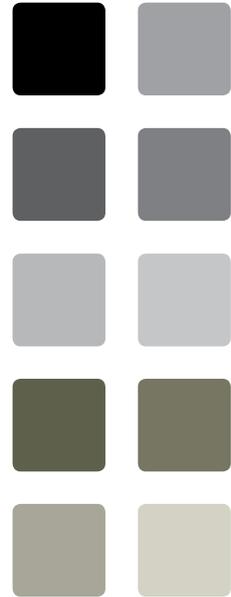
PMS 364 PMS 362 PMS 368 PMS 367  
 PMS 132 PMS 131 PMS 130 PMS 129  
 PMS 188 PMS 1807 PMS 1797 PMS 1777  
 PMS 167 PMS 166 PMS 172 PMS 170  
 PMS 308 PMS 307 PMS 306 PMS 304

## ELEMENTS



PMS 4495 PMS 4505 PMS 4515  
 PMS 5415 PMS 5425 PMS 5435  
 PMS 5777 PMS 5787 PMS 5797  
 PMS 618 PMS 617 PMS 616  
 PMS 5555 PMS 5565 PMS 5585

## NEUTRALS



Black PMS 423  
 PMS 425 PMS 424  
 PMS 422 PMS 421  
 PMS 418 PMS 417  
 PMS 415 PMS 413

THESE THREE COLOR FAMILIES MAY BE APPLIED EXCLUSIVELY OR IN COMBINATION TO ALL FLAGLER COLLEGE COLLATERAL, INFORMATIONAL, OR MARKETING MATERIALS.

The Communications Color System provides a wide variety of color tonality, while limiting the chromatic range so that it is manageable and distinctive. The Marketing Color Palette is comprised of three color families, each capturing a unique personality and tonal profile: Drama, Elements and Neutrals.

Please refer to a Pantone Matching System swatch book for precise color references. When match colors are not available, then apply CMYK (four-color) equivalents. Please note that four-color screened equivalents, when compared to Pantone match options, will produce varied, imperfect results.

# COMMUNICATIONS COLOR SYSTEM (EXAMPLES)

**"I HAVE COME TO THE CONCLUSION  
THAT THE BEST WAY TO HELP OTHERS  
IS TO HELP THEM HELP THEMSELVES"**  
HENRY MORRISON FLAGLER - 1905

**FOUNDED ON HISTORY  
FOCUSED ON THE FUTURE**

Created from a vision that began in 1968, Flagler College is a testament to the legacy of Henry Morrison Flagler. Flagler's principles are the foundation for the college — his business enterprise, his love for the arts and architecture, his thirst for knowledge, his focus on charity and goodwill, and his entrepreneurial spirit.

Flagler College has trained a new generation of leaders built upon these ideals, and it has not gone unnoticed. Flagler is regularly ranked as one of the top collegiate values in the nation by U.S. News & World Report, as well as several other highly respected journals and publications. Flagler's faculty members have

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