COLUMBUS STATE COMMUNITY COLLEGE
PROPOSED COLOR PALETTE ADDITIONS

PROJECT /  DATE / NOVEMBER 14, 2014
**A More Flexible Color Palette**

Columbus State asked Ologie to look at expanding the existing brand color palette. While the existing colors establish a very spirited and direct tone and personality for the college centered on a rich and cohesive palette of blues and grays, the team felt a need for more options that break through the original collection of colors.

**Highlights**

The new colors provide a strong distinction that is useful for highlighting elements in communication tactics.

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### Revised Color Palette – Highlight Additions

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS BLACK 7</td>
<td>CMYK: 64, 61, 65, 54</td>
<td>RGB: 62, 57, 53</td>
<td>HEX: 3E3935</td>
</tr>
<tr>
<td>PMS BLACK 7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Accent</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS COOL GRAY 10</td>
<td>CMYK: 61, 53, 48, 19</td>
<td>RGB: 100, 101, 105</td>
<td>HEX: 6A6E69</td>
</tr>
<tr>
<td>PMS 442</td>
<td>CMYK: 39, 25, 30, 0</td>
<td>RGB: 160, 172, 170</td>
<td>HEX: A0ACAA</td>
</tr>
<tr>
<td><strong>Highlight</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 1235</td>
<td>CMYK: 0, 31, 98, 0</td>
<td>RGB: 255, 184, 28</td>
<td>HEX: FFB81C</td>
</tr>
<tr>
<td>PMS 584</td>
<td>CMYK: 21, 0, 89, 0</td>
<td>RGB: 210, 215, 85</td>
<td>HEX: D2D755</td>
</tr>
<tr>
<td>PMS 368</td>
<td>CMYK: 65, 0, 100, 0</td>
<td>RGB: 120, 190, 32</td>
<td>HEX: 7B6E30</td>
</tr>
</tbody>
</table>

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**Existing Palette**

- PMS 442 CMYK: 39, 25, 30, 0 RGB: 160, 172, 170 HEX: A0ACAA
- PMS 7710 CMYK: 80, 12, 29, 0 RGB: 0, 165, 181 HEX: 00A5B5
- PMS 584 CMYK: 21, 0, 89, 0 RGB: 210, 215, 85 HEX: D2D755
- PMS 1235 CMYK: 0, 31, 98, 0 RGB: 255, 184, 28 HEX: FFB81C
- Black — 10% Tint CMYK: 0, 0, 0, 10 RGB: 235, 235, 235 HEX: EBEBEB
- PMS 304 CMYK: 37, 0, 7, 0 RGB: 153, 218, 234 HEX: 99DAEA
- PMS 3035 CMYK: 100, 66, 48, 38 RGB: 0, 62, 82 HEX: 003EA5
- PMS 7710 CMYK: 80, 12, 29, 0 RGB: 210, 215, 85 HEX: D2D755
- PMS 368 CMYK: 65, 0, 100, 0 RGB: 120, 190, 32 HEX: 7B6E30

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**New Highlight Colors**

- PMS BLACK 7 CMYK: 64, 61, 65, 54 RGB: 62, 57, 53 HEX: 3E3935
- PMS 442 CMYK: 39, 25, 30, 0 RGB: 160, 172, 170 HEX: A0ACAA
- PMS 3035 CMYK: 100, 66, 48, 38 RGB: 0, 62, 82 HEX: 003EA5
- PMS 7710 CMYK: 80, 12, 29, 0 RGB: 210, 215, 85 HEX: D2D755
- PMS 368 CMYK: 65, 0, 100, 0 RGB: 120, 190, 32 HEX: 7B6E30
COLOR SPECTRUMS

Like the current color-use spectrum, the brand will use the core and accent color palettes when communicating with different audiences. The highlight colors provide flexibility for designers when managing content in more complex layouts.
Accessible Beyond Measure

We can talk about the value of an open-access public college in terms of degrees awarded or dollars earned. But then, there are the things that cannot be measured.

The way a student thrives in a small classroom environment. The faculty member who inspires an entrepreneur to begin. The opportunity to earn your way into your college of choice.

Beyond Measure

The value of an open door to higher education cannot be calculated in numbers alone. Our partnerships strengthen Central Ohio beyond measure.

LETTER FROM THE PRESIDENT

More Central Ohio residents attend Columbus State than any other college or university. More than 75 percent found a job after the logistics program—designed in collaboration with regional businesses—has trained more than 1,000 individuals, most of whom had been unemployed for at least six months. More than 60% of our students leave with $0 debt. More than 300 available scholarships. Our partnerships in the private sector are putting people back to work. Our short-term training programs, and our first class of Preferred Pathway students completed their first year of programs, and our first class of Preferred Pathway program expanded to colleges and universities like Ohio State and Otterbein.

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Columbus State Community College impacts our community in ways that can be quantified, but the full impact of our educational experience can never be measured.

Columbus State Community College is pleased to present its 2014 Annual Report to the Community. This report captures the diverse array of programs and services offered by the College to the citizens of Central Ohio.

We can talk about the value of an open-access public college in terms of degrees awarded or dollars earned. But then, there are the things that cannot be measured.

The way a student thrives in a small classroom environment. The faculty member who inspires an entrepreneur to begin. The opportunity to earn your way into your college of choice.
Beyond Measure.

Tell us how someone—or something—at Columbus State has affected you beyond measure.

A 19:1 student-to-professor ratio. A $944 million annual impact on the local economy. Our college can boast some impressive statistics. But there are some things that are harder to calculate: like a first-name basis, an extra push, or a one-on-one conversation. They’re things we can never calculate with numbers—but we CAN capture them with your stories.

SHARE YOUR MOMENT
I am inspired beyond measure because:

SHARE YOUR MOMENT
I am supported beyond measure because:

SHARE YOUR MOMENT
I am proud beyond measure because:

http://www.cscc.edu/beyondmeasure

NEW HIGHLIGHT COLORS
Use for dense content differentiation.

TONE
In this example, the additional highlight colors create a positive tone that is appropriate to content of the microsite. Core and accent colors establish brand alignment on the home page.
BUILDING BRANDS. WITH PURPOSE.