

Case Western Reserve University  
**COLOR GUIDE**

This color guide is designed to ensure consistent color across various print and electronic media for all Case Western Reserve University projects. It should be sent to your vendor with every job. Color swatches are available if you need a color reference for silk screening or other projects that don't involve offset printing. Please contact University Marketing and Communications at [marcominfo@case.edu](mailto:marcominfo@case.edu) or **216.368.4440** with requests.

**PRIMARY COLORS**



**PRINT**

Ink Mix: 18.98% rubine  
64.30% process blue  
16.80% black  
CMYK (c): C100, M47, Y12, K62  
CMYK (u): C100, M47, Y12, K62  
LAB(c): L23, A-5, B-23  
LAB(u): L32, A-1, B-14

**WEB**

HTML: 0a304e

**VIDEO**

RGB: R10, G48, B78



**PRINT**

Ink Mix: 72.98% transparent white  
0.57% yellow  
2.19% rubine  
6.37% process blue  
17.89% black  
CMYK(c): C35, M22, Y23, K62  
CMYK(u): C35, M22, Y23, K62

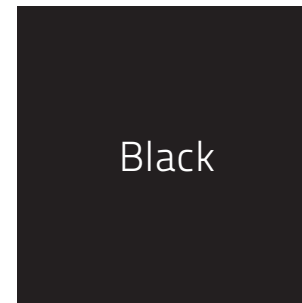
LAB(c): L45, A0, B0  
LAB(u): L44, A0, B-2

**WEB**

HTML: 626262

**VIDEO**

RGB: R106, G106, B106



**PRINT**

CMYK(c): C0, M0, Y0, K100  
CMYK(u): C0, M0, Y0, K100

**WEB**

HTML: 000000

**VIDEO**

RGB: R0, G0, B0