

OFFICE OF COMMUNICATIONS COLOR OVERVIEW*

FOR PRINT

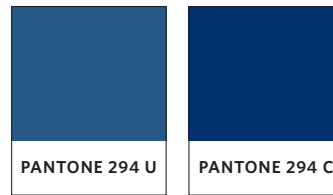
PMS 294

Solid ink color made by Pantone that is used for offset printing.

PROCESS COLORS (CMYK)

Four-color process build that can be used for offset or digital printing.

CYAN	100
MAGENTA	86
YELLOW	14
BLACK (K)	24



FOR DIGITAL USE

Color builds for screens such as desktop monitors or mobile devices.

HEX# 003478

R 0
G 52
B 120



*The colors used in this document are digital versions of their print counterparts. Please note that the PMS colors and CMYK build may look different when printed.

BRANDEIS INTERNATIONAL BUSINESS SCHOOL
SECONDARY COLORS

FOR PRINT

PMS 5483 C

Solid ink color made by Pantone that is used for offset printing.

PROCESS COLORS (CMYK)

Four-color process build that can be used for offset or digital printing.

CYAN	72
MAGENTA	34
YELLOW	39
BLACK (K)	5



FOR DIGITAL USE

Color builds for screens such as desktop monitors or mobile devices.

HEX# 4D858D

R 77
G 133
B 141



FOR PRINT

PMS 208 C

Solid ink color made by Pantone that is used for offset printing.

PROCESS COLORS (CMYK)

Four-color process build that can be used for offset or digital printing.

CYAN	32
MAGENTA	99
YELLOW	61
BLACK (K)	26



FOR DIGITAL USE

Color builds for screens such as desktop monitors or mobile devices.

HEX# 8D1B41

R 141
G 27
B 65

