RATIOS

Our primary colors — Beaver Orange, Paddletail Black and Bucktooth White — should be predominant in most layouts. Never use secondary colors like primaries. Leading with our heritage colors celebrates the pride we have in our institution and allows us to incorporate a thoughtful amount of negative space.

Rather than viewing white space as a blank area, think of it as a pause. Whether it's in a photo or a layout, don't rush to fill negative space. What's absent can focus attention on the content that's there.

Use the ratios on this page as a guide for balancing Beaver Orange, negative space and the rest of the palette.

SAMPLES

The following examples break down the secondary color palette to show how color combinations can be used successfully. Each set is different, but these still should be used in extremely limited instances in the ways already described in this document. The primary colors should always remain predominant.