

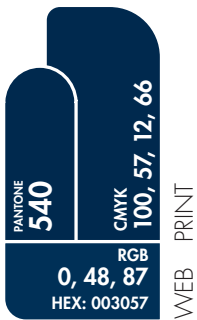
WGU | STYLE GUIDE  
*Color Palette*

# COLOR PALETTES.

The WGU color palette has been designed to strengthen the brand across a wide array of communication mediums. It offers a variety of bold, flexible options for communicating the WGU message. The colors used in WGU brand communications should be reproduced according to the print and web specifications given here and should not be altered in any way (e.g., no opacity or gradients).

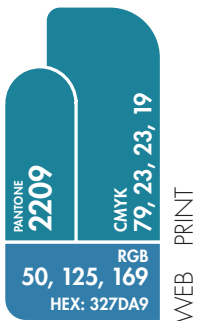
## PRIMARY COLOR PALETTE

WGU Blue (Primary Blue)



WGU Blue is the core of our brand identity and should always be the primary color in any university communication. WGU Blue is used in our brand logo-and-tagline lockup, but it may also be used in other ways (type, backgrounds, borders, illustrations, etc.).

WGU Light Blue (Secondary Blue)

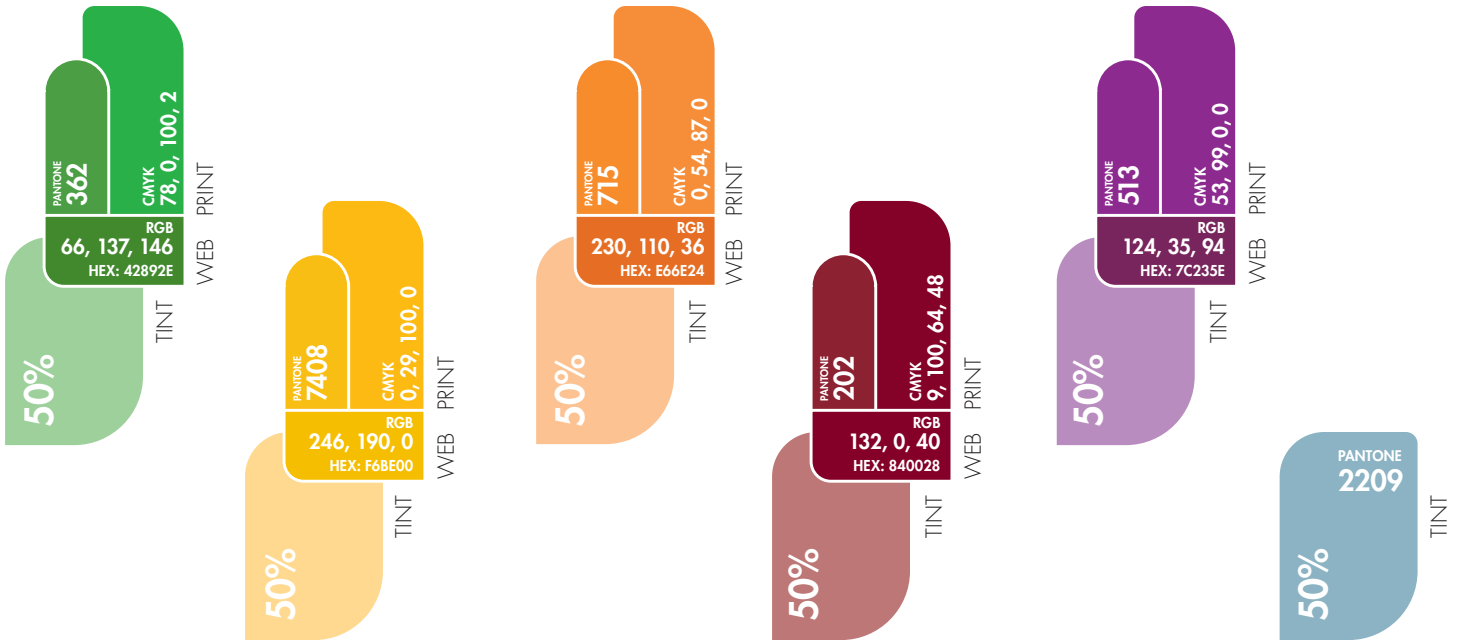


WGU Light Blue is complementary to our primary color, WGU Blue, and is designated for the state name in our state logo-and-tagline lockups. (It, too, may be used in other ways.)

## SECONDARY COLOR PALETTE

### ACCENT COLORS

WGU’s accent palette consists of five bold colors chosen to attract attention and add visual energy to our communications. Accent colors should never be used as the primary color on any layout, but should always be used to support designs using the blues from WGU’s primary color palette. (Please see “Color: Best Practices” for further guidance on using accent colors.)



### TINTS

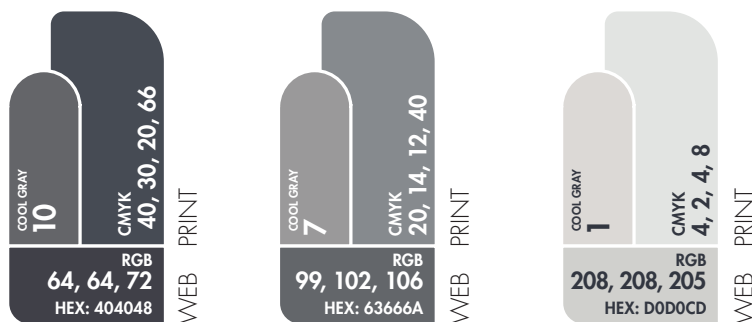
While other palette colors will typically be used in full strength, tints can be used in instances that require more subtle color variation. Examples might include use in infographics, icons, or to call out statistics. WGU’s tint palette is designed to be used to support the primary and accent color palettes. These colors should never be used as stand-alone colors and should never be altered from the values shown above. (Please see *Color: Best Practices* for further guidance on using tints.)

### ILLUSTRATION TINTS

The colors in WGU’s palette are used in illustrations at either full-strength or as a 50% tint of the full-strength color. (See “WGU Illustration Guide” for more details.)

### NEUTRAL COLORS

The neutral colors palette provides three recommended shades of gray that serve as an attractive backdrop for headlines, sidebars, and other design elements. As in the case of accent colors, these colors should never be used on their own and should always be used to support designs using the blues from WGU’s primary color palette. (Please see *Color: Best Practices* for further guidance on using neutral colors.)

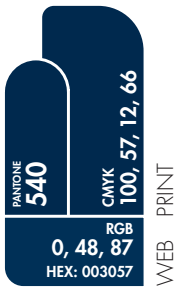


# WGU SEALS

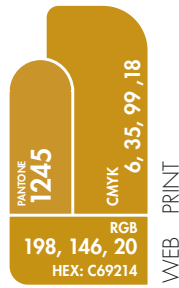
## WGU SEAL COLORS

WGU's academic seal uses a combination of two colors, WGU Blue (Pantone 540) and WGU Gold (Pantone 1245). While WGU Blue appears in all of our communications, the only place WGU gold is used is in the academic seal and should not be used in any other application.

WGU Blue (Pantone 540)



WGU Gold (Pantone 1245)



## COLOR: BEST PRACTICES.

Color plays an important role in the way WGU's brand is presented to our audiences. It helps provide a consistent visual cue that identifies who we are when people see our messages. Adhering to our guidelines for color use will help maintain the integrity of the university's brand in all of our communications.

In addition to the general rules detailed in the last section, here are a few other guidelines that you should follow when working with color:

- WGU Blue is the core of our brand identity. It should always be the dominant color in any design. All other colors and tints are intended to add support to it.
- Ample use of white as a canvas with neutral colors as support will give the primary and secondary palettes vibrance and prominence.
- Accent colors or tints should never dominate a design and should never make up more than 30% of the overall design.
- Accent colors can be used together with tints of the same color, but no two accent colors should ever be used together as dominant elements on the same page.
- Tints should never be used independent of full-strength colors and never as stand-alone colors. They should always be used to support primary and secondary colors.
- For the best color reproduction, always use the CMYK and RGB numbers provided in this style guide to build your colors. Color sampling or "eye dropper" tools and other software-driven color selection solutions can be inaccurate and inconsistent.