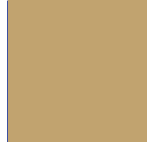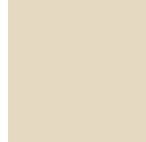# Colors

Consistent and deliberate use of color strengthens the McCormick identity while giving departments, centers, and programs some flexibility within the McCormick guidelines. The color palette below should be used for school communications. Any departure from these combinations requires approval from the marketing department.
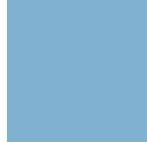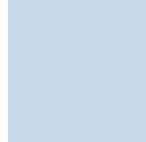
Red Palette

PANTONE ® 2623	PANTONE ® 202	PANTONE ® 132	PANTONE ® 4535
C-76 M-100 Y-0 K-29	C-0 M-100 Y-65 K-47	C-0 M-23.5 Y-100 K-30.5	C-0 M-0 Y-27.5 K-11.5
Hex 571963	Hex 811413	Hex b9a66c	Hex e2d7bb

Green Palette

PANTONE ® 2623	PANTONE ® 455	PANTONE ® 4515	PANTONE ® 4545
C-76 M-100 Y- 0 K-29	C-0 M-18 Y-100 K-65	C-0 M-8.5 Y-47 K-23.5	C-0 M-0 Y-15 K-6
Hex 571963	Hex 545410	Hex aca66c	Hex ebecca

Blue Palette

PANTONE ® 2623	PANTONE ® 7469	PANTONE ® 644	PANTONE ® 642
C-76 M-100 Y-0 K-29	C-100 M-25 Y-0 K-40	C-38 M-8.5 Y-0 K-11.5	C- 17 M-0 Y-0 K-7
Hex 571963	Hex 005295	Hex aebcd6	Hex dae0ec

Purple Palette

PANTONE ® 2623	PANTONE ® 301	PANTONE ® 7444	PANTONE ® 664
C-76 M-100 Y-0 K-29	C-100 M-43 Y-0 K-18.5	C-30 M-25 Y-0 K-0	C-10 M-10 Y-0 K-6
Hex 571963	Hex 333399	Hex b2aed5	Hex dddbed

Colors *continued*

Gray Palette

PANTONE ® Black	PANTONE ® Cool Gray 8	PANTONE ® Cool Gray 3
C- 00 M- 00 Y- 00 K- 00	C- 00 M- 00 Y- 00 K- 00	C- 00 M- 00 Y- 00 K- 00
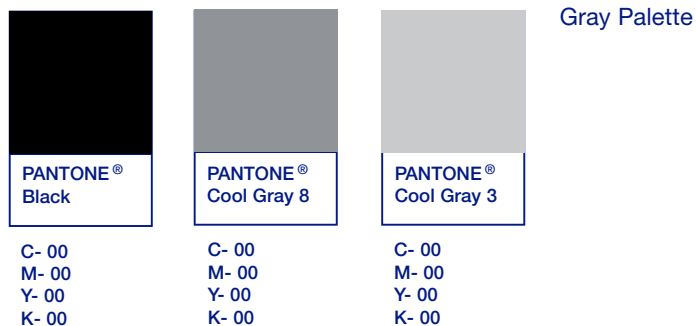
The official Northwestern purple used on business cards and letterhead can be produced using the following specifications:

Print
Spot color (coated and uncoated paper): PMS 267
Process color (CMYK): 90c, 100m, 0y, 0k

Web
RGB color: r = 82, g = 0, b = 99
Hexadecimal: #520063

Using the identity in one color

In publications where only one color is being printed, the bottom band with Northwestern Engineering is to print in 100% of the color (also refered to as solid) and the top band with McCormick is to print in a 65% of the color as the examples below iluustrate.

McCormick
Northwestern Engineering

McCormick
Northwestern Engineering

McCormick
Northwestern Engineering