

University Colors

Bloomsburg University's official colors are maroon and gold.

The Pantone numbers for the colors are:

- Maroon: PMS 209 for non-athletic items
- Maroon: PMS 208 for athletic-related items
- Gold: PMS 129.
- Metallic Gold: PMS 874.

Pantone 208
 CMYK=0/100/36/37
 RGB=163/0/70

Pantone 209
 CMYK=0/100/34/53
 RGB=134/0/56

Pantone 129
 CMYK=0/10/100/0
 RGB=255/221/0

Pantone 874 (Metallic)
 CMYK=0/20/50/30

Additional color considerations

The possibilities of color in design are nearly endless and hard and fast rules are difficult to make. However a few suggestions:

- 1) Intermingling the maroon with the Yellow Gold can be a visually overpowering combination.
- 2) Because both maroon and gold are warm colors, balancing those colors with cooler hues can create a sophisticated and versatile look.

Here are some examples of color use in university publications.

In example on the far left, a Bloomsburg's maroon is overlaid in a block on metallic silver. Yellow gold is used for directional elements on the page and a grassy green is used in the art elements.

In the center example, a deep green is used to suggest warmth and depth. Bloomsburg's maroon and gold are featuring, along with a pepper-orange color for "Vibrant."

In the far right example, metallic gold headlines, white text and a tone of black is overlaid a black background for a subtle understated look. Yellow is once again, used for directional elements.

