



2024

Brand Color Guidelines

Foreword

Brand familiarity is all about the consistent use of key strategic, creative, and tonal elements. These guidelines outline how the Brand Color Palette can be applied to strengthen the Southwestern Law School brand.

They apply to the ways we communicate with students, faculty, alumni, partners, and the world.

Color Palette

Primary Color Palette

The Primary Color Palette defines the main colors that are used for Southwestern Law School. These are the colors that should be applied to the primary brand elements, such as the logo, signage, website, printed collateral, and merchandise.

Dark Violet

Logo color
Type color
Large backgrounds

HEX 420259
RGB 66 2 89
CMYK 82 100 27 32
PMS 2607 C / U

Midnight

Type color
Backgrounds

HEX 2A0038
RGB 42 0 56
CMYK 82 96 38 59
PMS 2695 C / U

Violet

Accents
Graphics

HEX 722193
RGB 114 33 147
CMYK 69 100 0 0
PMS 527 C / U

Periwinkle

Logo color
Accents
Graphics
Backgrounds

HEX D9CDF7
RGB 217 205 247
CMYK 13 18 0 0
PMS 2635 C / U

Blue Mist

Large Backgrounds

HEX EFF7FF
RGB 239 247 255
CMYK 4 1 0 0
PMS 656 C / U

White

Logo color
Type color
Large backgrounds

HEX FFFFFFFF
RGB 255 255 255
CMYK 0 0 0 0
PMS The color of paper stock

Secondary Color Palette

The Secondary Color Palette may be used in applications where recognition of the brand has already been established. These colors help support designs by adding contrast and providing thoughtful accents. They are particularly useful in cases that have a lot of copy, such as websites and brochures.

Warm Sand

Large backgrounds

HEX F7F5EB
RGB 247 245 235
CMYK Digital only
PMS Digital only

Light Tan

Accents
Graphics
Backgrounds

HEX EED7CC
RGB 238 215 204
CMYK 5 15 16 0
PMS 7605 C / U

Deep Green

Secondary type color
Accents
Graphics
Backgrounds

HEX 044851
RGB 4 72 81
CMYK 93 57 53 38
PMS 3165 C / U

Light Blue

Accents
Graphics

HEX A3CEF1
RGB 163 206 241
CMYK 33 9 0 0
PMS 2717 C / U

Fresh Green

Accents
Graphics

HEX B5DDA4
RGB 181 221 164
CMYK 30 0 45 0
PMS 2275 C / U

Jade Green

Accents
Graphics

HEX 397367
RGB 57 115 103
CMYK 78 37 60 17
PMS 2241 C / U

Color Gradients

Our color palette consists of rich tones that can be combined into lively gradients. Make sure to only use colors that blend seamlessly to create a smooth transition. This guide shows the best gradient color combinations. Gradients should be used sparingly and reserved for special decorative design moments.

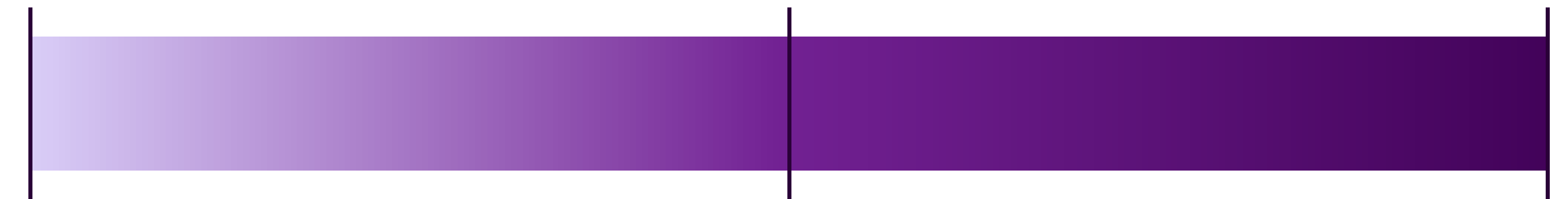
Primary Colors, Light



BLUE MIST

PERIWINKLE

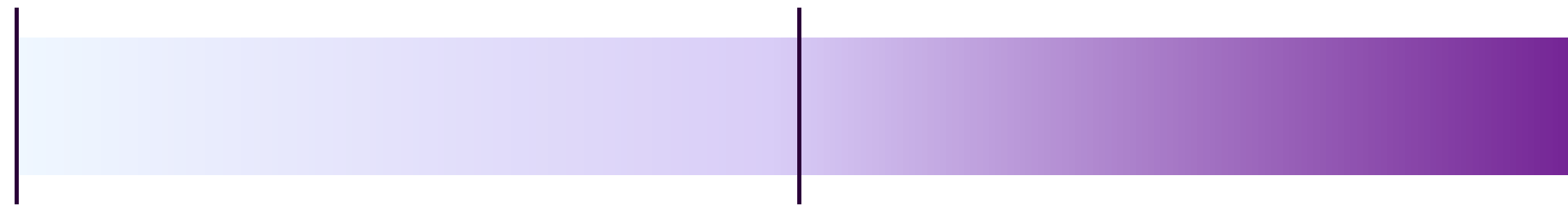
Primary Colors, Dark



PERIWINKLE

VIOLET

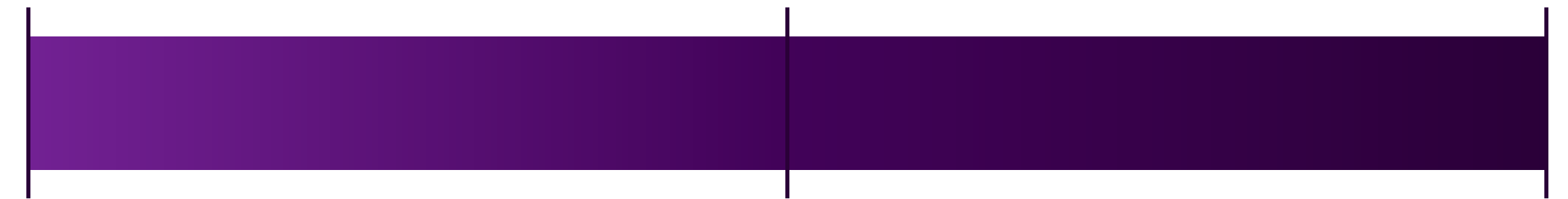
DARK VIOLET



BLUE MIST

PERIWINKLE

VIOLET



VIOLET

DARK VIOLET

MIDNIGHT

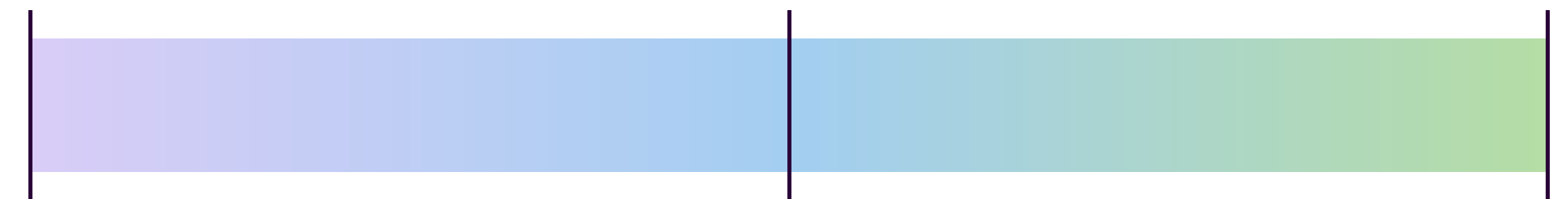
Primary & Secondary Colors, 2-color



WARM SAND

PERIWINKLE

Primary & Secondary Colors, 3-color



PERIWINKLE

LIGHT BLUE

FRESH GREEN

Color Application

Brand Color Do's

Follow this guide to make sure the brand color palette is used correctly.

Dark Violet + White



Dark Violet + White



✓
CORRECT

For the full logo and logo shorthand, only use the primary palette to ensure maximum contrast between the logo and background.

Dark Violet + Periwinkle



Dark Violet + Blue Mist



✓
CORRECT

Tints from the primary palette may be used as more colorful backgrounds for the logo. Use tints that create the most contrast.

Dark Violet + Violet



Violet + Periwinkle



✓
CORRECT

Tone-on-tone colors can be used to create graphics. **Never apply this effect to the logo or type.**

Dark Violet Theme



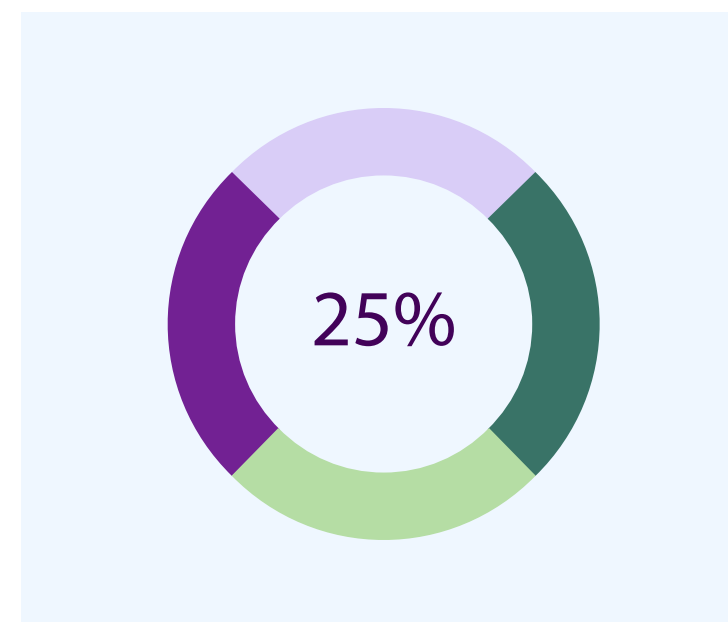
Deep Green Theme



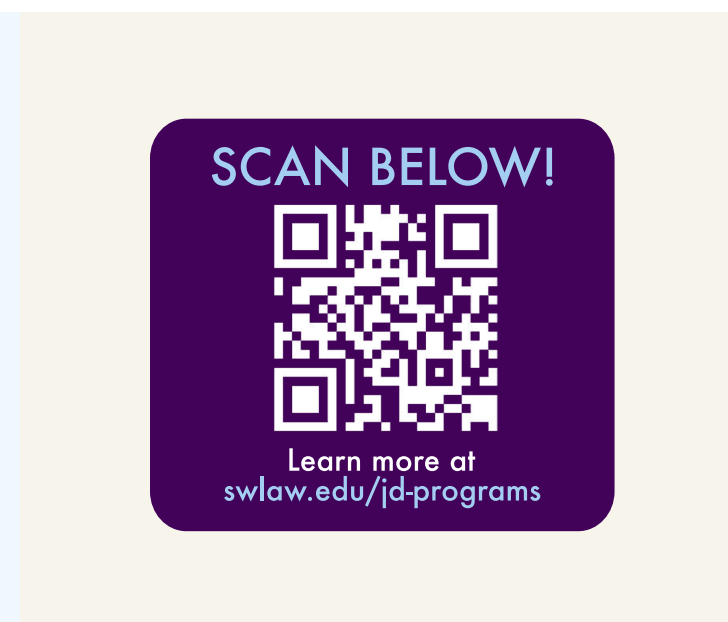
✓
CORRECT

Use primary and secondary colors to differentiate sections of the website or to address different audiences.

Mix of colors



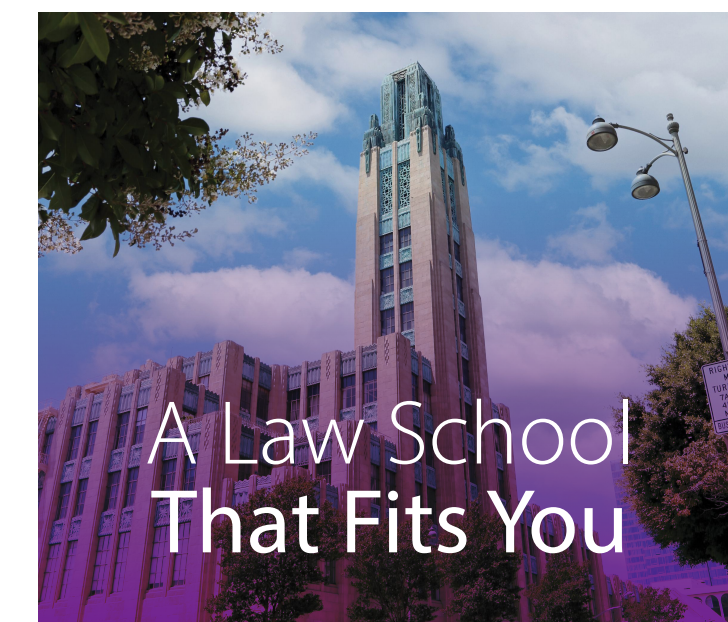
Dark Violet + Light Blue



✓
CORRECT

Use a mix of primary and secondary colors for complex infographics, or to add accents in copy. Maintain a maximum contrast.

Violet, 100% Opacity



Dark Violet, 50% Opacity

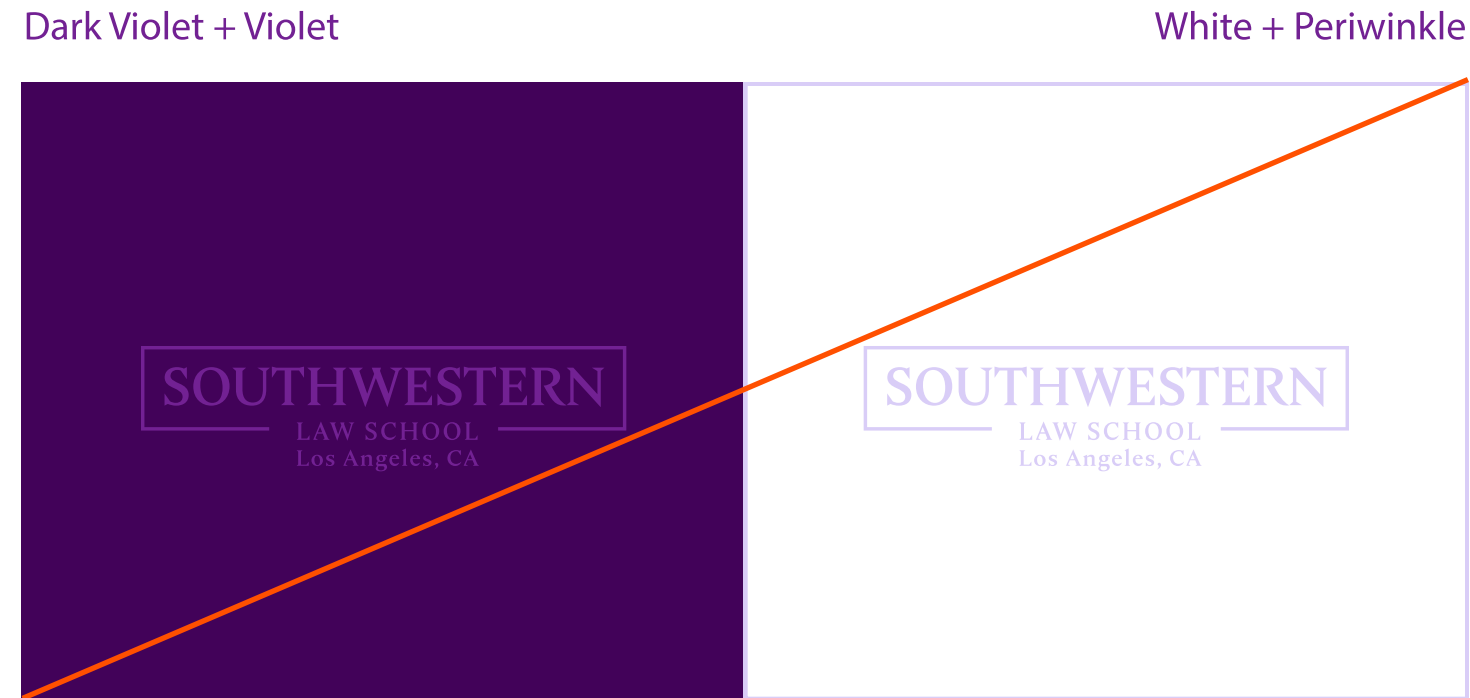


✓
CORRECT

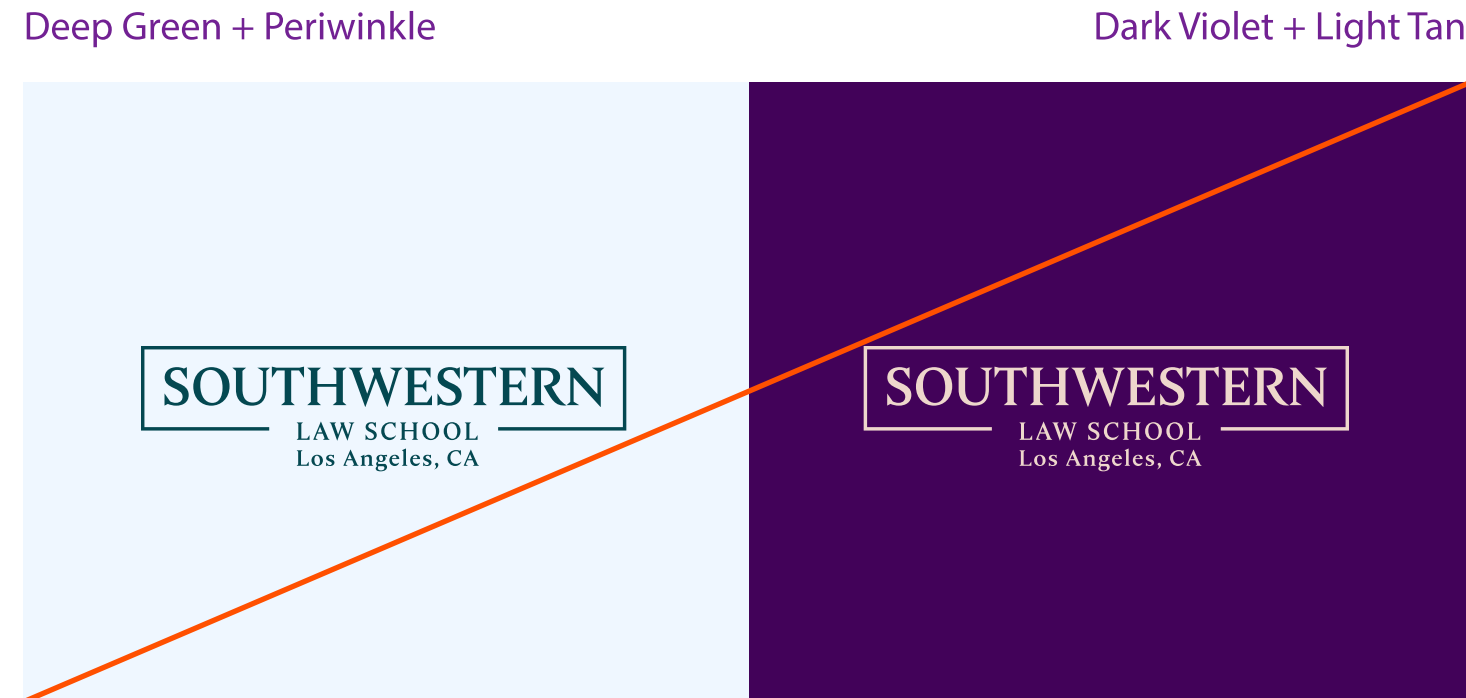
When using copy on photo backgrounds, check for maximum readability. Use transparent overlays to darken images if necessary.

Brand Color Don'ts

Follow this guide to make sure the brand color palette is used correctly.



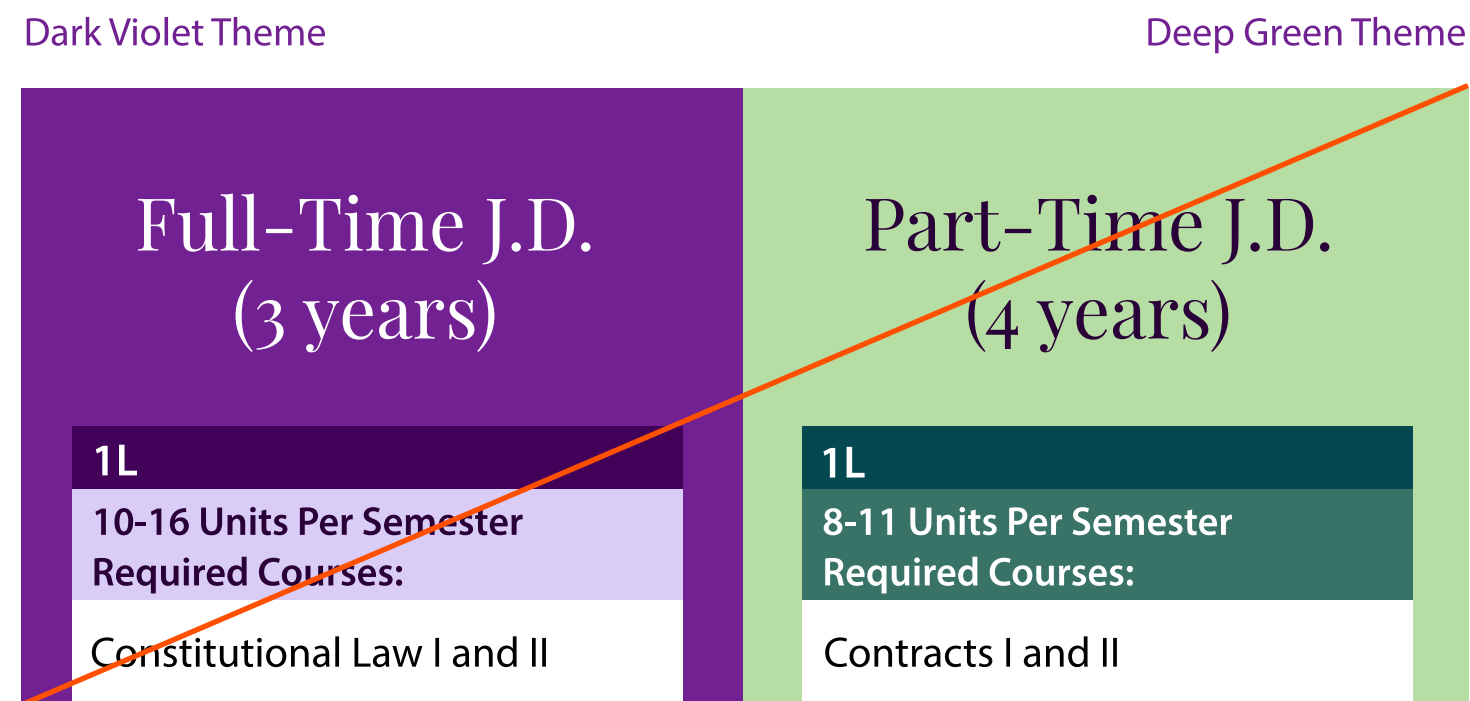
INCORRECT Do not set the logo or typography in colors that lack sufficient contrast.



INCORRECT Do not set the logo in secondary colors.



INCORRECT Do not combine primary and secondary colors for tonal graphics. Use one palette for maximum contrast and a pleasant design.



INCORRECT Do not use accent colors from either palette as backgrounds for large areas. Accents should only be used as highlight colors in small areas.



INCORRECT Do not use too many different colors in infographics. Use tones and shades of colors instead. With photo overlays, do not use 3-color gradients.



INCORRECT Do not combine brand colors with colors that are not part of the brand palette to maintain a consistent look for all branded assets.

Approved Color Combinations

Use this guide to find approved type and background color combinations. The combinations ensure maximum contrast and readability. Prioritize use of the primary palette. The secondary color combinations should be limited to text highlights and links.

In the swatches below, the first color listed in the caption is the Background Color. The second color listed is the Type Color.

Primary Colors

									
Dark Violet + White (Main Colorway)	Midnight + White (Grayscale Version)	Dark Violet + Periwinkle	Midnight + Periwinkle	Periwinkle + Midnight	Blue Mist + Midnight	Blue Mist + Violet	White + Dark Violet (Main Colorway)	White + Midnight (Grayscale Version)	White + Violet

Primary Colors + Secondary Accents

									
Dark Violet + Fresh Green	Dark Violet + Light Blue	Dark Violet + Light Tan	Fresh Green + Midnight	Light Blue + Midnight	Light Tan + Midnight	Light Tan + Dark Violet	Warm Sand + Midnight	Warm Sand + Dark Violet	Warm Sand + Violet

Secondary Colors (Limited Usage)

									
Deep Green + White	Deep Green + Light Blue	Deep Green + Periwinkle	Deep Green + Fresh Green	Jade Green + White	Light Blue + Deep Green	Periwinkle + Deep Green	Fresh Green + Deep Green	Warm Sand + Deep Green	Mist Blue + Deep Green

