OUR COLORS
MASTER BRAND COLORS

Use these color values when creating printed collateral.

Never Green and Yellow
Never use Pine Stand and Luminance together in large fields, or in close proximity in any instance.

Tints and Shades
No values other than those listed on this page may be used. Tints and shades of these colors are not permitted.
DIGITAL COLORS

Our audiences usually meet us digitally first, way before they ever experience us in person. To translate our brand thoughtfully for our digital communications, we’ve created web-specific values for our color palette, using the HEX and RGB variations listed. These have been optimized for digital use and should not be altered in any way.

Provide high contrast
As a state entity, we are required to maintain a minimum of ADA AA standards for contrast on the web. To that end, we have included a handy key on each color to help guide its usage online. A strikethrough represents a failing contrast level for the color combination. A bullet signifies a passing contrast level.

Don’t rely on color alone
Since some users may override page colors, color should not be the only way information is conveyed. Make sure information is available even if colors are altered. This can mean adding another cue, such as an underline to show a link, or an icon to reinforce the meaning.

DESIGN FOR ACCESSIBILITY

We want our communications to resonate with all audiences, so be thoughtful when choosing color combinations for digital communications. Our digital color palette has been optimized for compliance with the Americans with Disabilities Act (ADA) — an equal-opportunity law for people with disabilities — so that it’s visually effective and functionally useful for everyone.

Provide high contrast
As a state entity, we are required to maintain a minimum of ADA AA standards for contrast on the web. To that end, we have included a handy key on each color to help guide its usage online. A strikethrough represents a failing contrast level for the color combination. A bullet signifies a passing contrast level.

Don’t rely on color alone
Since some users may override page colors, color should not be the only way information is conveyed. Make sure information is available even if colors are altered. This can mean adding another cue, such as an underline to show a link, or an icon to reinforce the meaning.
COLOR PALETTES FOR
OSU EXTENSION

OSU Extension has full use of the primary and secondary OSU color palette. Communications and marketing pieces should reflect Beaver Orange and Bucktooth White as dominant colors. Emphasis for Extension should be on the cooler colors, but all colors can be used.

The sample color palettes below reflect proportions of color as they should appear in OSU Extension communication and marketing pieces.

BEAVER ORANGE
PADDLETAIL BLACK
BUCKTOOTH WHITE

REINDEER MOSS
ROGUE WAVE
TILL

BEAVER ORANGE
PADDLETAIL BLACK
BUCKTOOTH WHITE

PINE STAND
ROGUE WAVE
REINDEER MOSS

BEAVER ORANGE
PADDLETAIL BLACK
BUCKTOOTH WHITE

STRATOSPHERE
SEAFOAM
TILL

BEAVER ORANGE
PADDLETAIL BLACK
BUCKTOOTH WHITE

HIGH TIDE
ROGUE WAVE
CANDELA
CRATER