

# OUR COLORS

Our color palette has three layers: primary, secondary and tertiary, each with its own set of colors. Lean heavily on our primary palette, but use the supporting palettes to build color schemes that are complementary and balanced.

## PRIMARY

<p>Missouri State Maroon</p> <p><b>PANTONE 505</b> C 0 M 100 Y 65 K 75 R 94 G 0 B 9 HEX 5E0009</p>
<p>Black</p> <p>C 0 M 0 Y 0 K 100 R 0 G 0 B 0 HEX 000000</p>
<p>White</p> <p>C 0 M 0 Y 0 K 0 R 255 G 255 B 255 HEX FFFFFFFF</p>

## SECONDARY

<p>Brick City</p> <p><b>PANTONE 185</b> C 0 M 100 Y 82 K 8 R 235 G 0 B 43 HEX EB002B</p>
<p>Boomer Sky</p> <p><b>PANTONE 632</b> C 93 M 2 Y 15 K 7 R 0 G 147 B 178 HEX 0093B2</p>
<p>Pride Band Brass</p> <p><b>PANTONE 606</b> C 0 M 6 Y 100 K 16 R 207 G 181 B 0 HEX CFB500</p>

## TERTIARY NEUTRALS

<p>Midnight Oil</p> <p><b>PANTONE 7545</b> C 58 M 32 Y 18 K 54 R 66 G 85 B 99 HEX 425563</p>
<p>Hammons Fountain</p> <p><b>PANTONE 549</b> C 56 M 8 Y 9 K 21 R 107 G 164 B 184 HEX 6BA4B8</p>
<p>Carrington</p> <p><b>PANTONE 5455</b> C 17 M 4 Y 6 K 4 R 191 G 206 B 214 HEX BFCED6</p>

## TERTIARY POP ACCENTS

<p>Bear Hug</p> <p><b>PANTONE 241</b> C 30 M 100 Y 2 K 2 R 175 G 22 B 133 HEX AF1685</p>
<p>Tent Theatre</p> <p><b>PANTONE 166</b> C 0 M 76 Y 100 K 0 R 227 G 82 B 5 HEX E35205</p>
<p>May Day</p> <p><b>PANTONE 367</b> C 41 M 0 Y 68 K 0 R 164 G 214 B 94 HEX A4D65E</p>

Below is a general guide for making effective choices as you use color in compositions. This isn't meant to imply a strict mathematical distribution of the colors on the page; rather, these ratios should help your layout pass a squint test.



60%  
PRIMARY



30%  
SECONDARY



10%  
TERTIARY  
NEUTRALS &  
TERTIARY  
POP ACCENTS