

Case Western Reserve University Color Guide

This color guide is designed to ensure consistent color for all Case Western Reserve University projects. It should be sent to your vendor with every job. There are color swatches available if you need a color reference for silk screening or other projects that don't involve offset printing. Please contact University Marketing and Communications at marcominfo@case.edu or 216.368.4440 with requests.



CWRU Blue

Superior Formula: CLB-2858

Ink Mix: 18.98% rubine

64.30% process blue

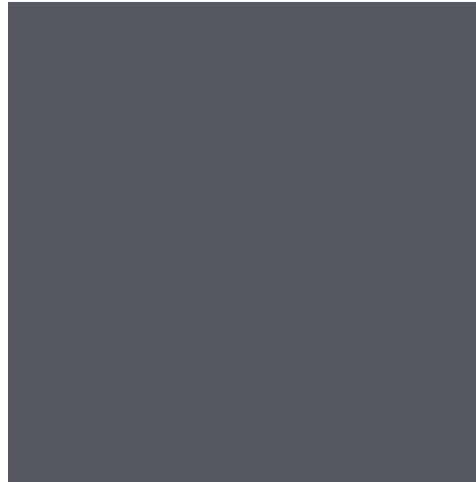
16.80% black

CMYK: C 100, M 62, Y 12, K 62

LAB: L 23, A -5, B -23

RGB: R 18, G 58, B 89

HTML: 0a304e



CWRU Gray

Superior Formula: CLA-1267

Ink Mix: 72.98% transparent white

0.57% yellow

2.19% rubine

6.37% process blue

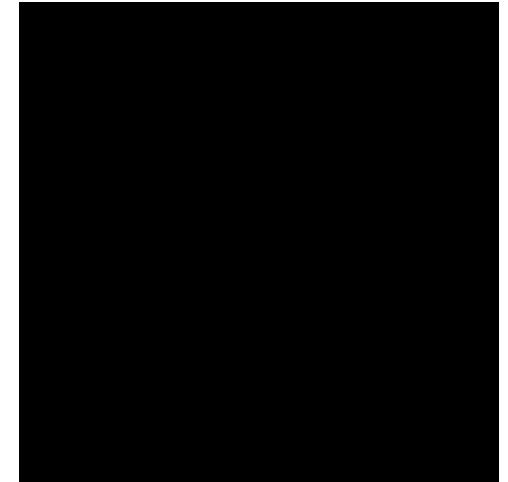
17.89% black

CMYK: C 38, M 29, Y 20, K 58

LAB: L 45, A 0, B 0

RGB: R 106, G 106, B 106

HTML: 626262



Rich Black

for offset printing only

CMYK: C 40, M 30, Y 30, K 100