At Samuel Merritt University (SMU), we design dynamic visual communications that reflect the philosophy behind our mission: to activate minds through experiential learning, to inspire, and to inform.

As we continue to evolve our brand, please refer to this Quick Reference so as we work together, we can ensure stylistic uniformity across the SMU brand.

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**LOGO**

**TYPEFACE**

**COLOR**

**BLACK & WHITE**

**EXAMPLES OF INCORRECT USAGE** (for all assets)

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Keep Icons to **1 in. x 1 in.** in print and **120 pixels by 120 pixels** on the web.

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**Source Sans Pro OTF**

Source Sans Pro, SMU's primary typeface, is a set of OpenType® fonts designed to work equally well in printed matter, user interface (UI) environments, and across Mac OS X, Windows and Linux/Unix-based platforms.

You may download this cost-free open source font by visiting https://github.com/adobe-fonts/source-sans-pro.
Primary & Secondary Color Palette

NOTE: The colors on this printed page should not be used for color matching purposes. For accurate reproduction, refer to the current edition of the PANTONE® Color Formula Guide.

### SMU COLORS

#### SMU BLUE
- **PANTONE**: 540 U
- **CMYK**: 94, 47, 11, 45
- **RGB**: 0, 73, 112
- **HEX**: 004970

#### SMU MEDIUM BLUE
- **PANTONE**: 5435 U
- **CMYK**: 32, 9, 8, 7
- **RGB**: 160, 192, 207
- **HEX**: A0C0CF

#### SMU GRAY (MEDIUM)
- **PANTONE**: COOL GRAY 3 U
- **CMYK**: 7, 4, 6, 14
- **RGB**: 205, 207, 206
- **HEX**: CDCFCE

#### SMU GRAY (LIGHT)
- **PANTONE**: COOL GRAY 1 U
- **CMYK**: 4, 3, 6, 7
- **RGB**: 225, 224, 220
- **HEX**: E1E0DC

### SMU SECONDARY BLUES

#### DARK BLUE
- **PANTONE**: 5415 U
- **CMYK**: 51, 20, 14, 31
- **RGB**: 94, 130, 149
- **HEX**: 5E8295

#### MEDIUM BLUE
- **PANTONE**: 2905 U
- **CMYK**: 37, 1, 3, 0
- **RGB**: 214, 224, 230
- **HEX**: 99D7EE

#### LIGHT BLUE
- **PANTONE**: 538 U
- **CMYK**: 11, 3, 3, 4
- **RGB**: 214, 224, 230
- **HEX**: D6E0E6

### CSPM

#### CSPM DARK GREEN
- **PANTONE**: 357 U
- **CMYK**: 72, 11, 91, 41
- **RGB**: 45, 112, 53
- **HEX**: 2D7035

#### CSPM MEDIUM GREEN
- **PANTONE**: 388 U
- **CMYK**: 16, 0, 77, 0
- **RGB**: 222, 228, 97
- **HEX**: DEE461

#### CSPM LIGHT GREEN
- **PANTONE**: 621 U
- **CMYK**: 18, 3, 16, 0
- **RGB**: 288, 226, 215
- **HEX**: D0E2D7

### ICON COLOR PALETTE

#### COMMUNITY
- **PANTONE**: 2425 U
- **CMYK**: 38, 85, 2, 2
- **RGB**: 162, 72, 149
- **HEX**: A24895

#### DIVERSITY
- **PANTONE**: 144 U
- **CMYK**: 0, 43, 90, 0
- **RGB**: 249, 161, 52
- **HEX**: F9A134

#### EDUCATION
- **PANTONE**: 292 U
- **CMYK**: 54, 10, 0, 0
- **RGB**: 105, 187, 233
- **HEX**: 69BBE9

#### GLOBAL
- **PANTONE**: 382 U
- **CMYK**: 33, 0, 85, 0
- **RGB**: 182, 213, 84
- **HEX**: B6D554

#### TECHNOLOGY
- **PANTONE**: 7467 U
- **CMYK**: 76, 0, 30, 0
- **RGB**: 0, 185, 190
- **HEX**: 00B9BE

#### RESEARCH
- **PANTONE**: 109 U
- **CMYK**: 0, 11, 96, 0
- **RGB**: 225, 220, 18
- **HEX**: FFDC12

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