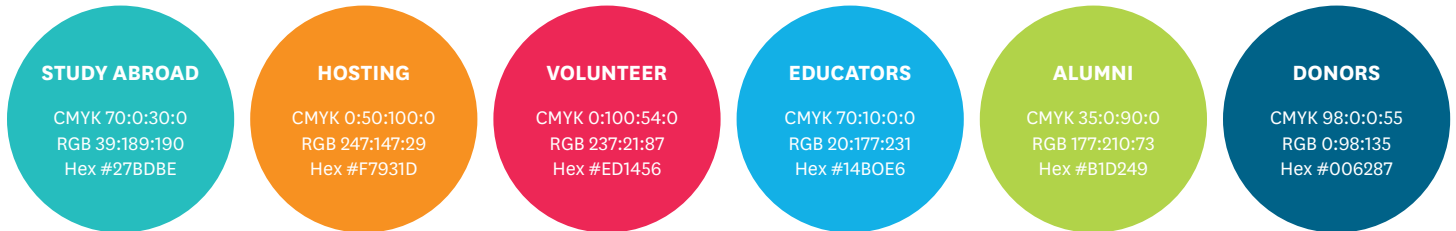


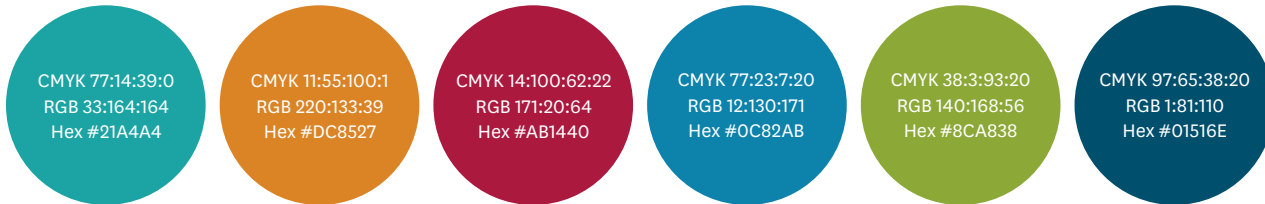
# GLOBAL BRANDING COLOR

Colors give our brand personality. Consistent use of color builds strong brand recognition and helps our organization “own” a set of colors.

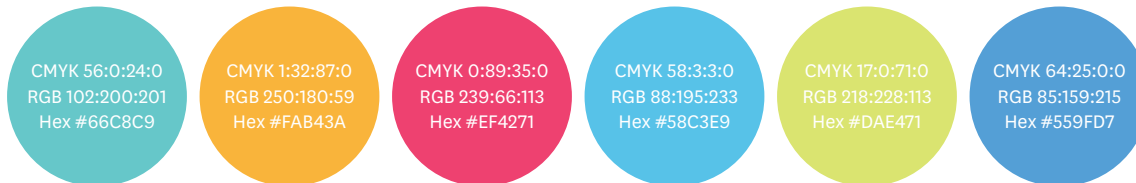
## Primary Colors



## Secondary Colors



## Tertiary Colors



## Text Color



## Hyperlink Color



## Logo Color



The colors in our palette are used to highlight specific sections of our organization. These colors may only be specifically used for their section. Example: Do not create a hosting specific ad/promotion with the Study Abroad Teal.

Use the other colors from our secondary and tertiary palette for contrast and emphasis to complement the main color.

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Please note that the color values given are guidelines. Depending on the output and the program used, adjustments may have to be made to get the desired result and to ensure a consistent color for the YFU brand.