6.0
Color
Within the FIT brand, there are **three color palettes** that can be used: the **Official College Palette**, the **Spectrum Palette**, and the **Adaptive Palette**. Each has a specific usage context as defined on the following pages.
Official College Palette

The new school palette defines three key colors that should be used as the central colors. These new colors build on the tradition of the former FIT blue and move toward a more vibrant and expressive color range.
<table>
<thead>
<tr>
<th>FIT Unconventional Blue</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>286</td>
<td>100 75 0 0</td>
<td>0 54 249</td>
<td>#0036F9</td>
</tr>
<tr>
<td></td>
<td>286</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FIT Unconventional Green</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7480</td>
<td>82 0 88 0</td>
<td>18 196 119</td>
<td>#12C477</td>
</tr>
<tr>
<td></td>
<td>7480</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FIT Unconventional Pink</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>813</td>
<td>0 83 0 0</td>
<td>255 46 170</td>
<td>#FF2EAA</td>
</tr>
<tr>
<td></td>
<td>813</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
6.1 Official School Palette
FIT Unconventional
Blue

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>286 C</td>
<td>100 75 0 0</td>
<td>0 54 249</td>
<td>#0036F9</td>
</tr>
<tr>
<td>286 U</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
6.1
Official School Palette
FIT Unconventional Green

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>7480 C</td>
<td>82 0 88 0</td>
<td>18 196 119</td>
<td>#12C477</td>
</tr>
</tbody>
</table>
6.1
Official School Palette
FIT Unconventional Pink

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>813 C</td>
<td>0 83 0 0</td>
<td>255 46 170</td>
<td>#FF2EAA</td>
</tr>
<tr>
<td>813 U</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
6.2 Official School Color Palette

Usage

Identity colors should never be used together. Use each color alone or with shades of the same color. However, Unconventional Blue/Green/Pink can be used to create design variations. For example, one poster can have versions of each color.

FIT Unconventional Blue

FIT Unconventional Green

FIT Unconventional Pink
6.3 Neutrals Palette

The neutrals palette should be used to support the three main color palettes. White should be used the most followed by gray and black. Black should never play a dominant role; only use black when needed for type or graphic elements. Gray can support the palette when the addition of a neutral is useful in balancing a brighter color.

<table>
<thead>
<tr>
<th>WHITE</th>
<th>GRAY 6</th>
<th>BLACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS</td>
<td>PMS</td>
<td>PMS</td>
</tr>
<tr>
<td>NONE</td>
<td>COOL GRAY 6</td>
<td>BLACK</td>
</tr>
<tr>
<td>CMYK</td>
<td>ON COATED</td>
<td>ON COATED</td>
</tr>
<tr>
<td>0 0 0</td>
<td>AND UNCOATED</td>
<td>AND UNCOATED</td>
</tr>
<tr>
<td>RGB</td>
<td>CMYK</td>
<td>CMYK</td>
</tr>
<tr>
<td>255 255 255</td>
<td>0 0 52</td>
<td>0 0 100</td>
</tr>
<tr>
<td>HEX</td>
<td>RGB</td>
<td>RGB</td>
</tr>
<tr>
<td>#FFFFFF</td>
<td>167 168 170</td>
<td>0 0</td>
</tr>
<tr>
<td></td>
<td>HEX</td>
<td>HEX</td>
</tr>
<tr>
<td></td>
<td>#FFFFFF</td>
<td>#000000</td>
</tr>
</tbody>
</table>
6.4 Color on Logos
Using the Color Palette

All FIT logos should only be rendered in black, white, or the official school color palette while avoiding the contrast scenarios shown below.

**Do** use black or official school palette on white background.

**Don't** use any unofficial colors.

**Do** use white logos on black background.

**Don't** combine official and unofficial colors.

**Do** use white logos on dark background.

**Don't** use black logos on dark background.

**Do** use white logos on darker official colors to achieve the desired contrast.

**Do** use black logos when there is enough contrast with background color.

**Don't** use black logos on dark background.
6.5
Color Dos
Using the Color Palette

Identity colors should be used with white or shades of the same color. Overall, it should feel bright and vibrant, featuring a majority of white or an identity color.

Do use white graphics on official color or black background.

Do use white for all graphic elements for consistency.

Do use black or official color on white background.

Do use shades of an official color.
6.6  
Color Don’ts  
Using the Color Palette

Don't use two official colors together or mix an official color with any unofficial colors.  

Don’t outline anything. Always use solid color.
6.8
Communication Examples
Lightpole Banners
Spectrum Palette
For Use with Text Only

The Spectrum Color Palette introduces a range of almost infinite color combinations to work for text only applications and layouts.

Given the broad options available through this palette, it is important to follow the guidelines closely in order to ensure legibility and visual consistency is achieved.
6.9 Spectrum Color Palette

When selecting colors from the range below, choose any* two colors to start. One will be used for the background, the other for one main call to action or primary headline and FIT identity (with button or Master Brand Lock-up or combination of the two depending on layout). Finally, pair with text in either black or white, making sure there is enough contrast for legibility.

*Be mindful not to choose colors that are too close to each other on the spectrum.
6.10 Spectrum Color
Example 1

Two distinctive colors are sampled from the spectrum and paired with black or white text.
6.11 Adaptive Color
Sample Posters

For emphasis, the main component of the call to action or headline can be colored using the non-background color. The FIT brand identity should also be highlighted using Color 2.
6.12
Spectrum Color
Example 2
6.13
Adaptive Color
Sample Posters

Sample 1

Student Event
01.15

Sample 2

Student Event
01.15

Color Combination

Color Combination
6.14
Spectrum Color
Example 3

White
Black
6.15 Adaptive Color
Sample Posters

Sample 1

Student Event
01.15

Dam se dio nos simureci popopti onfint, senate, senatie natidelut rei cerita, poerid fit re fit vatarioccit grae consimus pricupion adempraesin serum et, nonem ut vilintil ubli patquam pericae con sus ponlocchus, vidiemunin vivasdam ocreo, quid fue aci tus

Sample 2

Student Event
01.15

Dam se dio nos simureci popopti onfint, senate, senatie natidelut rei cerita, poerid fit re fit vatarioccit grae consimus pricupion adempraesin serum et, nonem ut vilintil ubli patquam pericae con sus ponlocchus, vidiemunin vivasdam ocreo, quid fue aci tus
6.16 Spectrum Color

Don'ts

Don't use a white background and two colors for text-only messaging.

Don't use a black background and two colors for text-only messaging.
6.17 Adaptive Color

Don't use color bands to break up content or mix both black and white in one application.

Don't use colors that are too close in value to one another.
Adaptive Palette
For Use with Images and Text

Unlike the Spectrum Color Palette, the Adaptive Color Palette works only when images are used in layouts and allows for a wider variety of color choices.

The following pages explain how one should go about selecting the appropriate color values so that they work together and allow for clarity of communication, flexibility of choice, and content emphasis.
6.18
Adaptive Color
6.19
Adaptive Color Dos
Using the System
6.20
Adaptive Color Don’ts
Using the System

Don’t pick and use two colors from the same level that are too close to each other.
6.21 Adaptive Color Example 1

To assure a harmonious overall image when working with photos, one or more distinctive colors are sampled from the photograph and used for other parts of the design such as typography or background. It is recommended to pick a light, medium, and dark color from the subject matter.
6.22 Adaptive Color
Sample Posters

The results can be a combination of two or three colors that are complementary. Adaptive color helps identify color combinations quickly.

**Do** use black logos on white or light background.

**Do** use Light for background, medium or dark for header and callouts.

**Do** use medium for full background if it is vibrant.

**Don't** use colors that are too close in value to one another.
6.23
Adaptive Color
Example 2

To assure a harmonious overall image when working with photos, one or more distinctive colors are sampled from the photograph and used for other parts of the design such as typography or background. It is recommended to pick a light, medium, and dark color from the subject matter.

Example 2
6.24 Adaptive Color
Sample Posters

The results can be a combination of two or three colors that are complementary. Adaptive color helps identify color combinations quickly.

**Do** use black logos on white or light background.

**Do** use Light for background, medium or dark for header and callouts.

**Do** use image as full background if the image is simple and clean.

**Don't** use colors that are too close in value to one another.
6.25 Adaptive Color
Example 3

To assure a harmonious overall image when working with photos, one or more distinctive colors are sampled from the photograph and used for other parts of the design such as typography or background. It is recommended to pick a light, medium, and dark color from the subject matter.
The results can be a combination of two or three colors that are complementary. Adaptive color helps identify color combinations quickly.

Do use dark on white background and keep it simple and clean. Always use black logos on white or light background.

Do use Light for background, medium or dark for headers and callouts.

Don’t use image for background if it’s too busy.

Don’t use colors that are too close in value to one another.