

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.

FIT Unconventional Blue**PMS**
286 C
286 U**CMYK**
100 75 0 0**RGB**
0 54 249**HEX**
#0036F9**FIT Unconventional Green****PMS**
7480 C
7480 U**CMYK**
82 0 88 0**RGB**
18 196 119**HEX**
#12C477**FIT Unconventional Pink****PMS**
813 C
813 U**CMYK**
0 83 0 0**RGB**
255 46 170**HEX**
#FF2EAA

6.1 Official School Palette FIT Unconventional Blue



PMS
286 C
286 U

CMYK
100 75 0 0

RGB
0 54 249

HEX
#0036F9

6.1 Official School Palette FIT Unconventional Green



PMS
7480 C
7480 U

CMYK
82 0 88 0

RGB
18 196 119

HEX
#12C477

6.1 Official School Palette FIT Unconventional Pink



PMS
813 C
813 U

CMYK
0 83 0 0

RGB
255 46 170

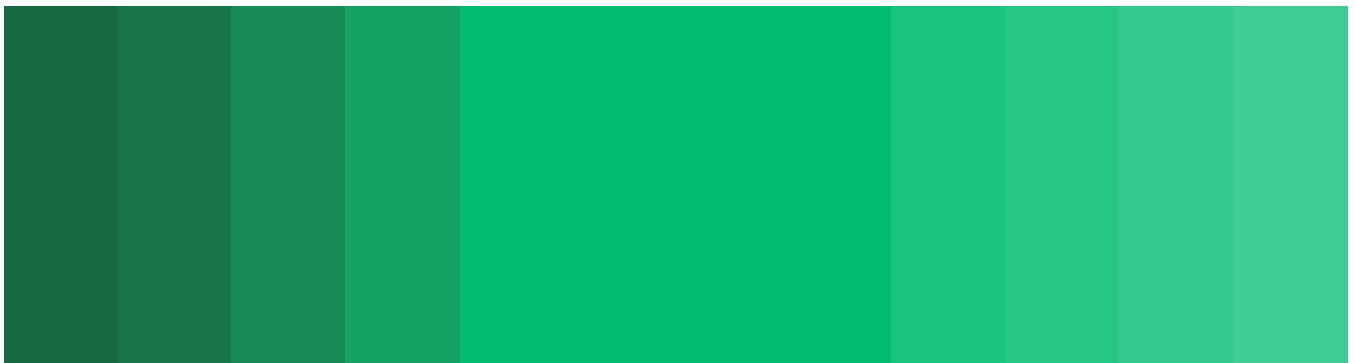
HEX
#FF2EAA

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



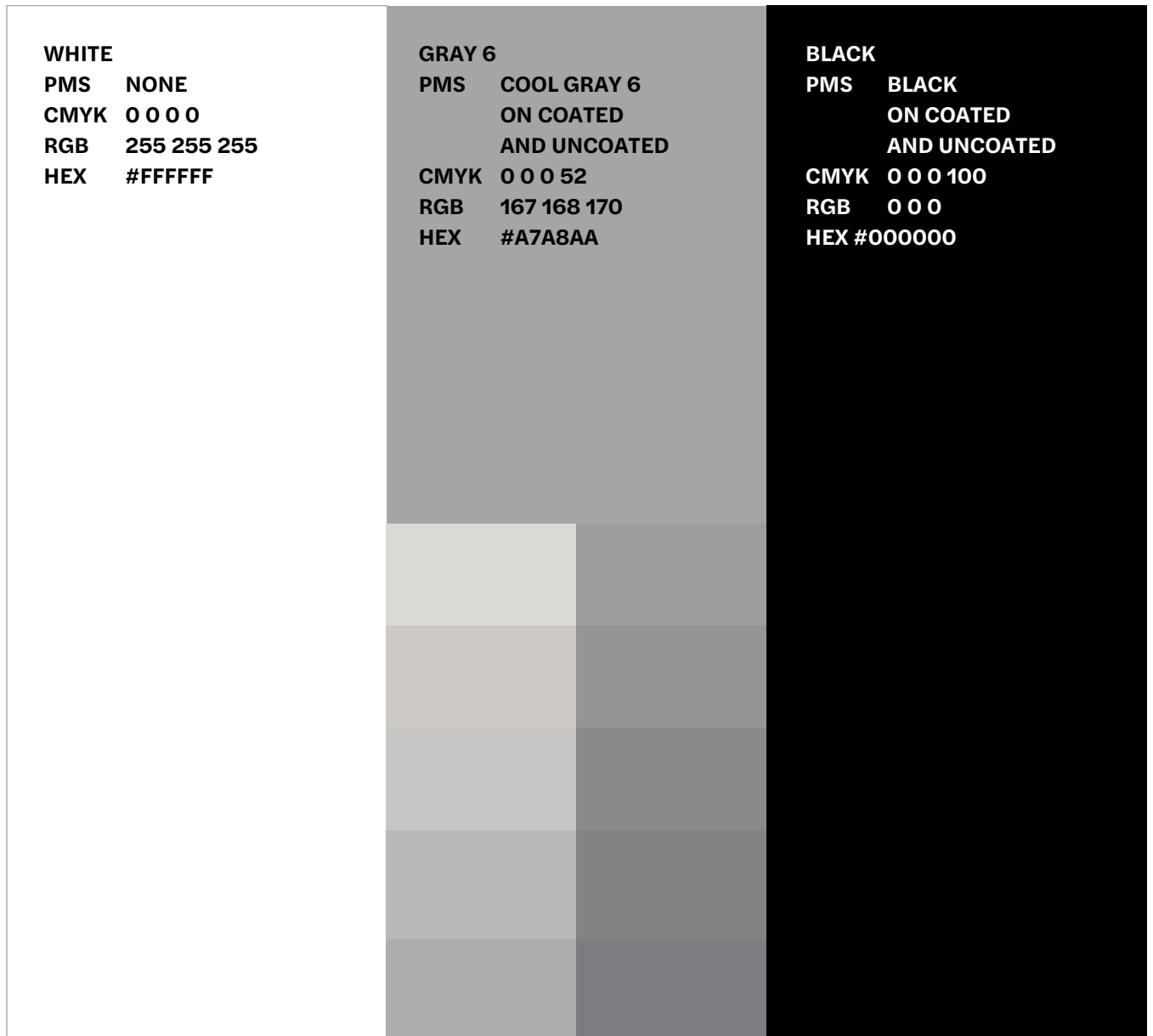
FIT Unconventional Green



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.



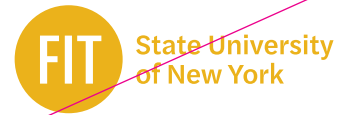
6.4 Color on Logos Using the Color Palette

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

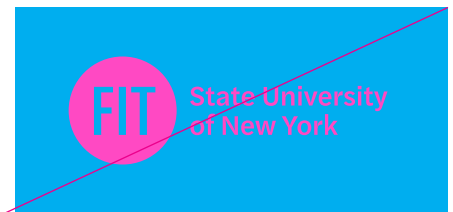
Do use black or official school palette on white background



Don't use any unofficial colors



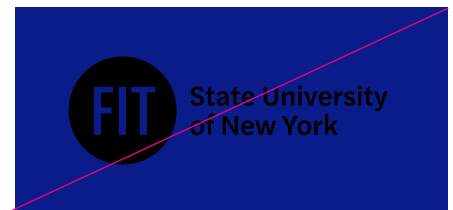
Do use white logos on black background. **Do** use white logos on dark background. **Don't** combine official and unofficial colors.



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

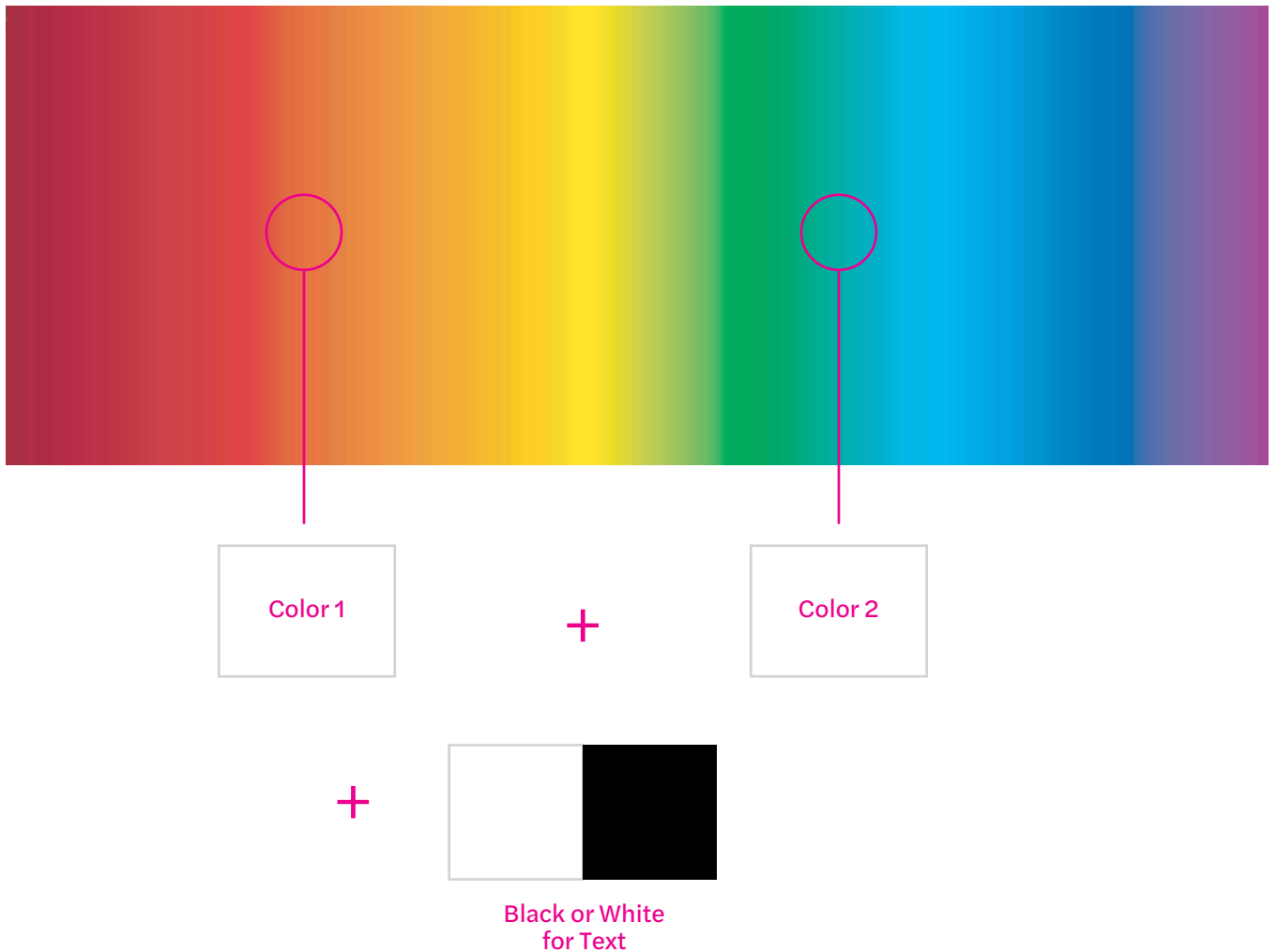
The Spectrum Color Palette introduces a range of almost infinite color combinations to work for text only applications and layouts.

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

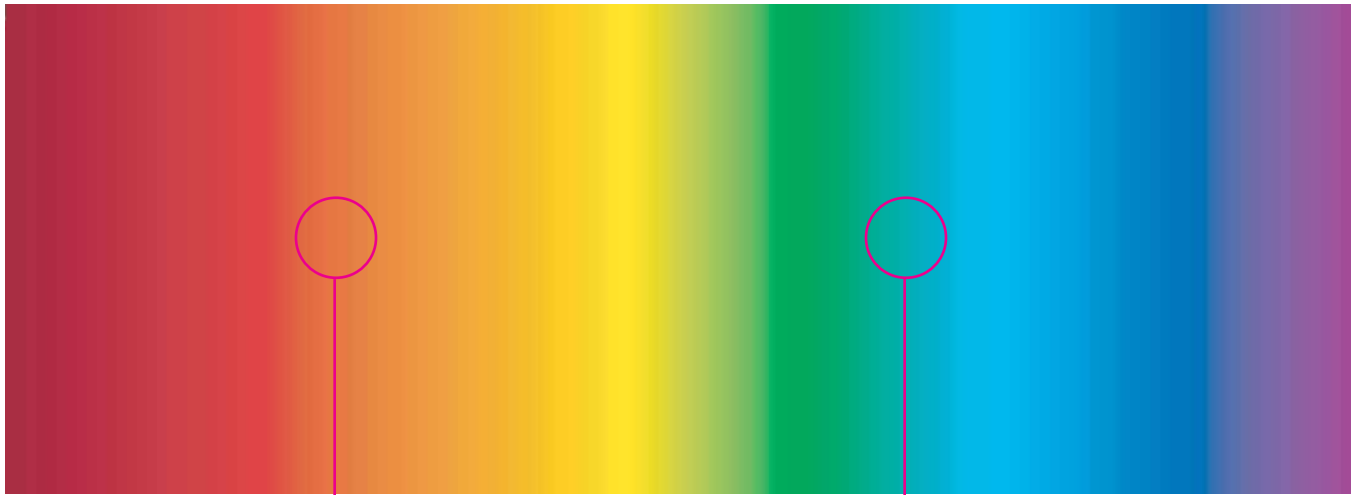
When selecting colors from the range below, choose any* two colors to start. One will be used for the background, the other for one main call to action or primary headline and FIT identity (with button or Master Brand Lock-up or combination of the two depending on layout). Finally, pair with text in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



Color 1



Color 2



White



Black

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.

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
pricipion adempraesin serum et, nonem
ut vilintil ubli patquam pericae con sus
ponlocchus, vidiemunin vivasdam ocreo,
quid fue aci tus

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

occlised sent L. Niquit consi condeto
riorare stisquam mumemum inceps,
nonsulus etes? O ta det vit. Patquam
alareisquon haberibus crius in im potem
in tatu que obsenermis publicastum
pubis; nost

FIT State University
of New York

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
pricipion adempraesin serum et, nonem
ut vilintil ubli patquam pericae con sus
ponlocchus, vidiemunin vivasdam ocreo,
quid fue aci tus

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

occlised sent L. Niquit consi condeto
riorare stisquam mumemum inceps,
nonsulus etes? O ta det vit. Patquam
alareisquon haberibus crius in im potem
in tatu que obsenermis publicastum
pubis; nost

FIT State University
of New York

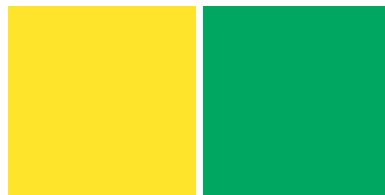
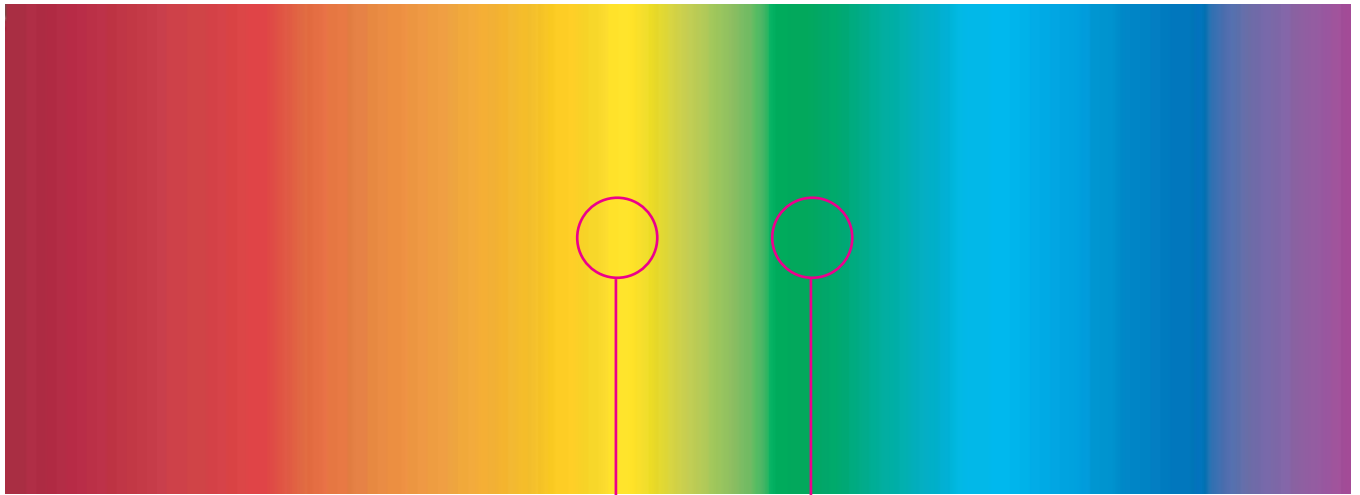
Color Combination



Color Combination



6.12 Spectrum Color Example 2



Color 1

Color 2



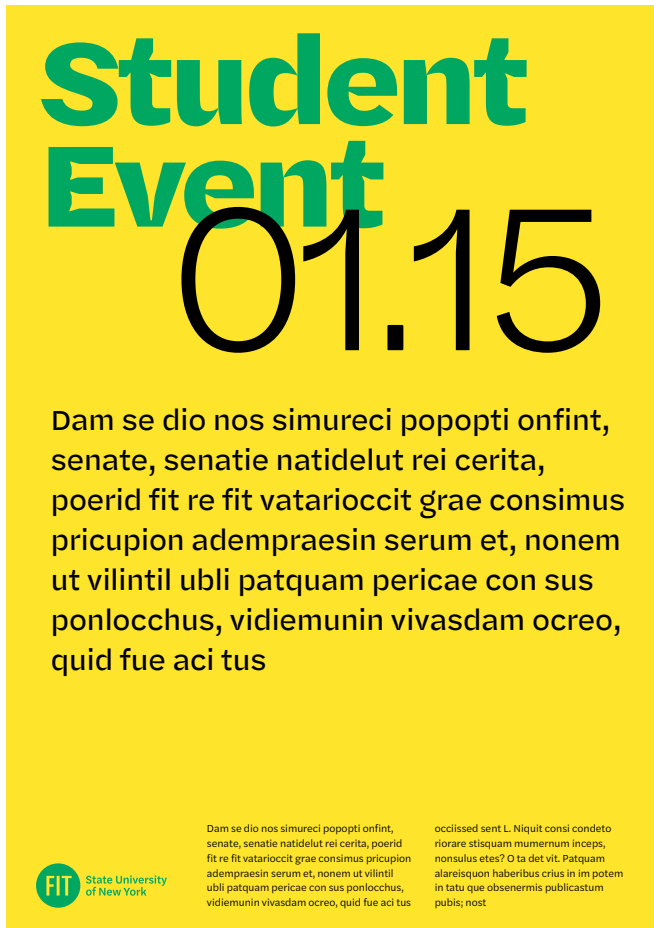
White



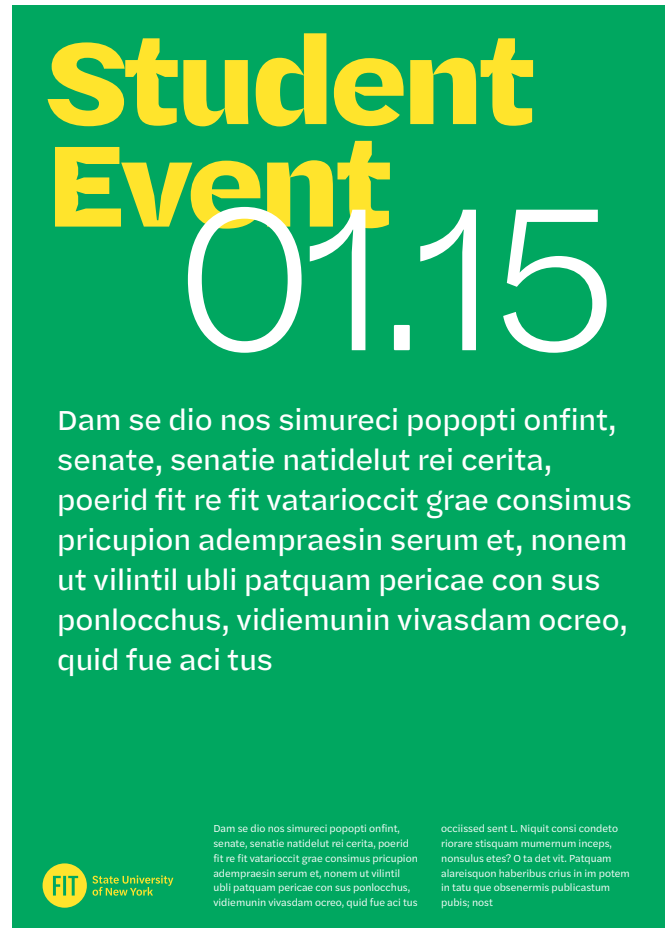
Black

6.13 Adaptive Color Sample Posters

Sample 1



Sample 2



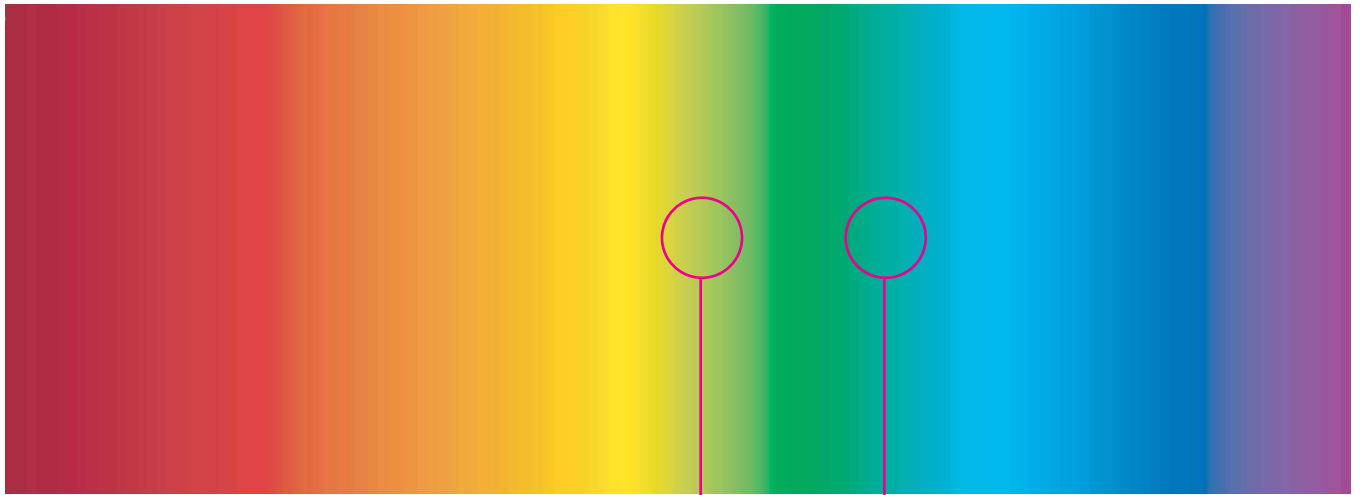
Color Combination



Color Combination

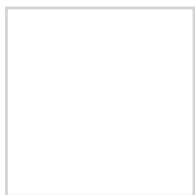


6.14 Spectrum Color Example 3



Color 1

Color 2



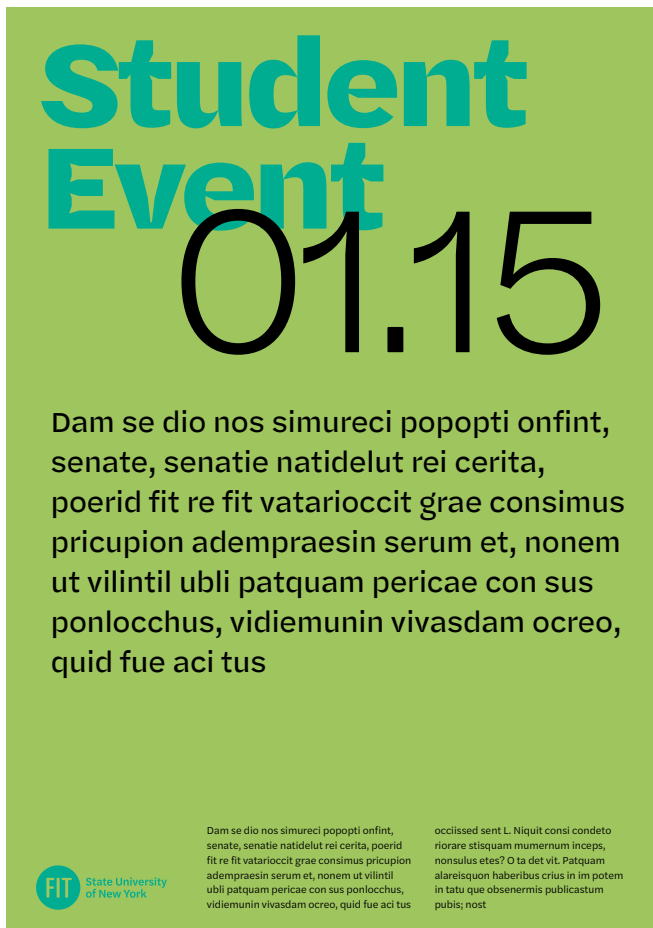
White



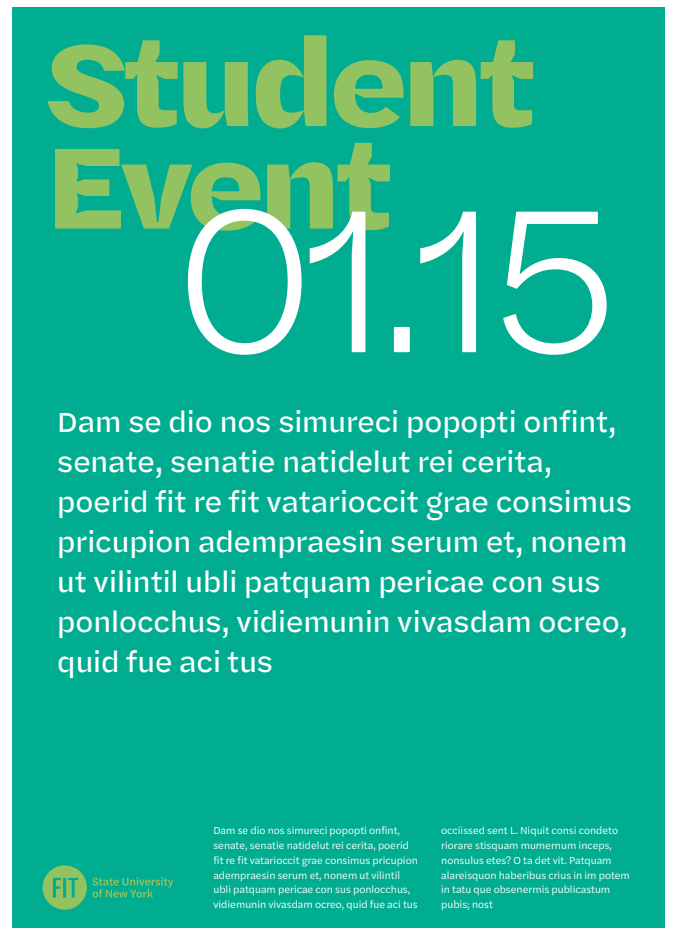
Black

6.15 Adaptive Color Sample Posters

Sample 1



Sample 2



Color Combination

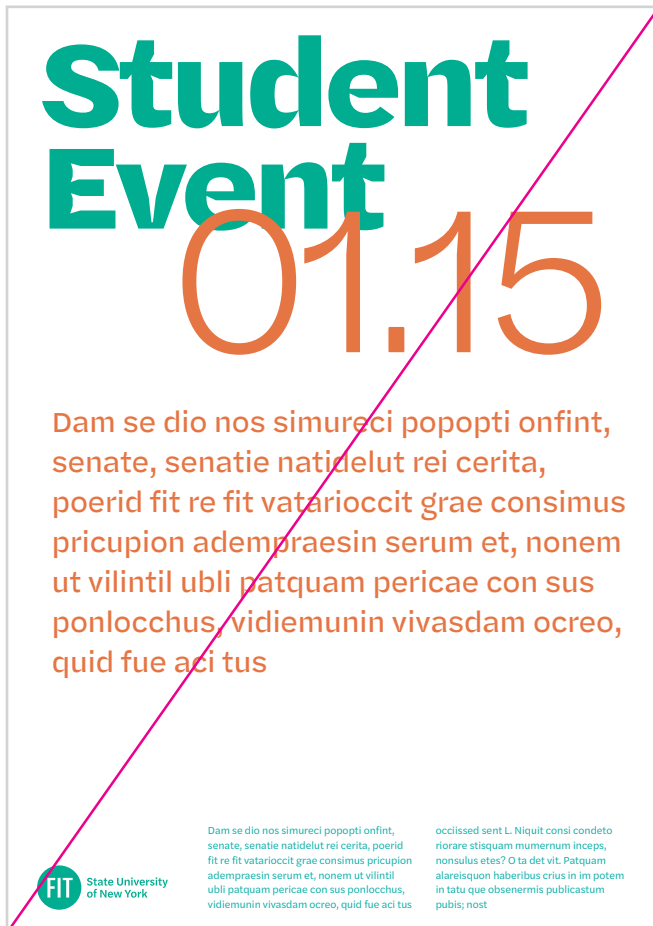


Color Combination

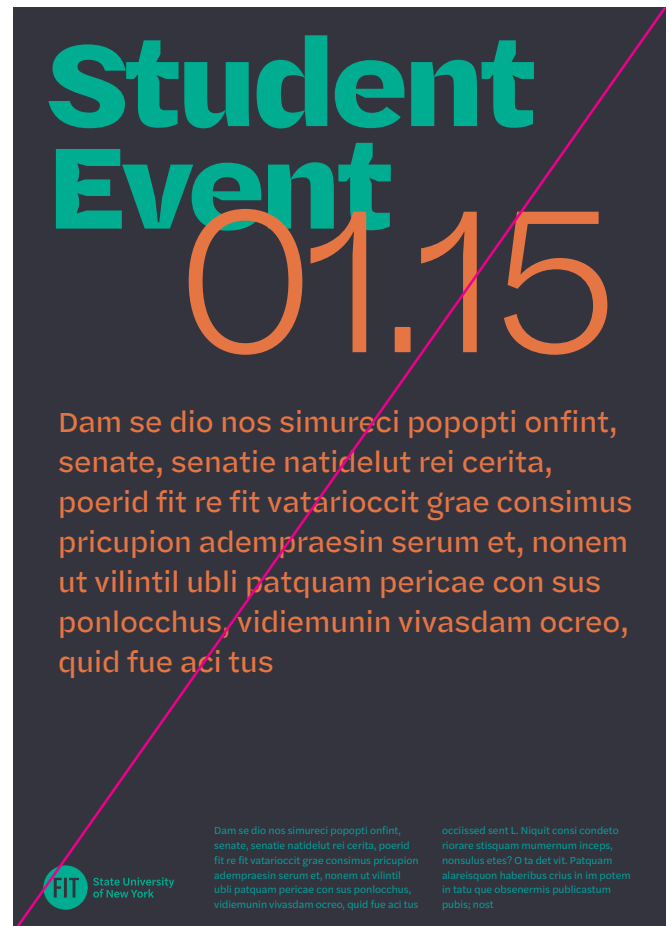


6.16 Spectrum Color Don'ts

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

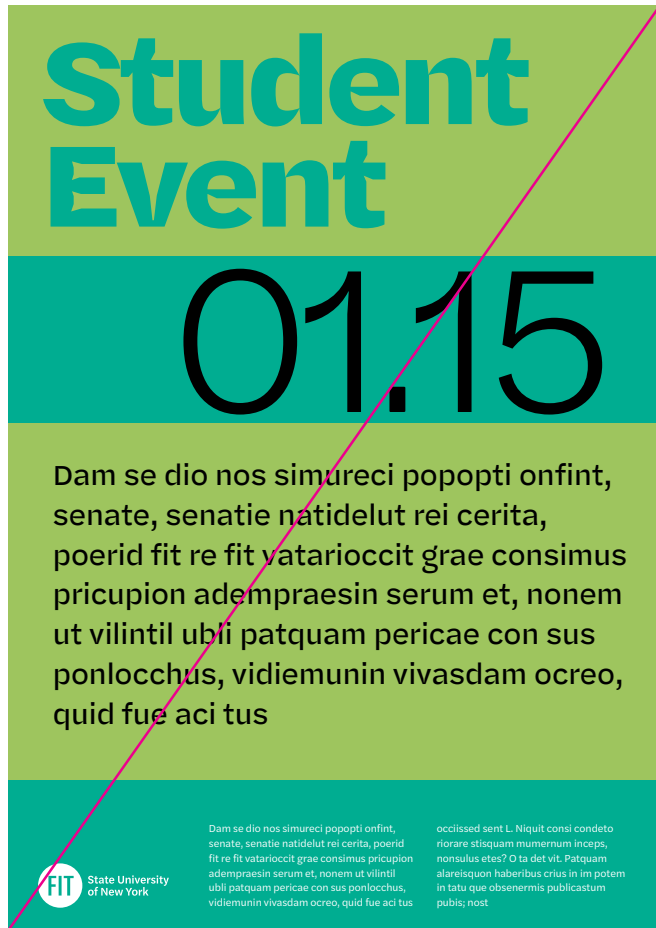


Don't use a black background and two colors for text-only messaging.

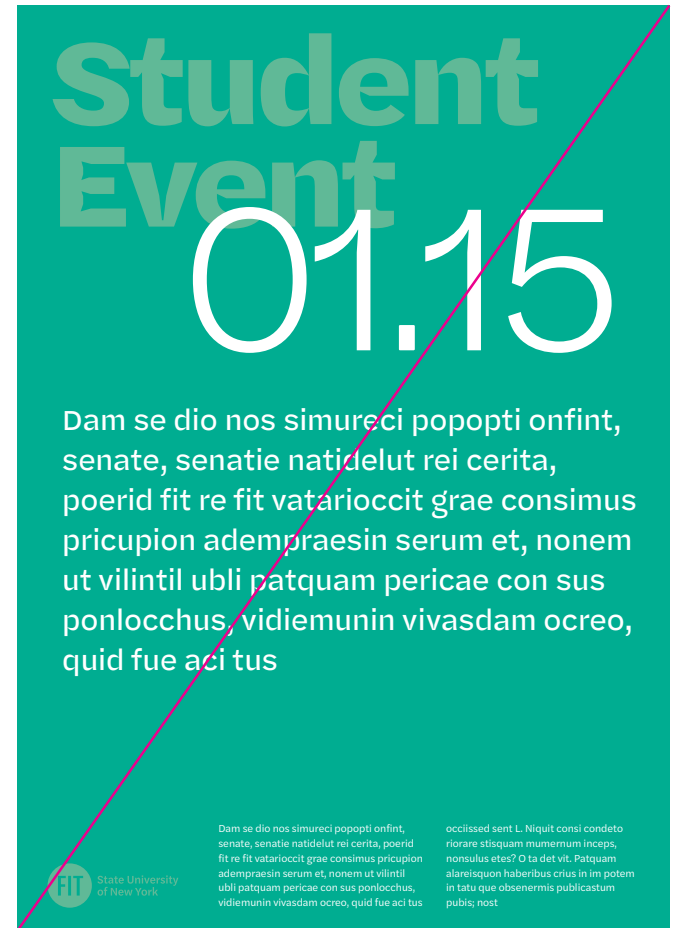


6.17 Adaptive Color Don'ts

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.

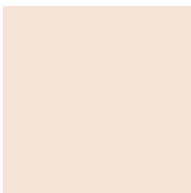
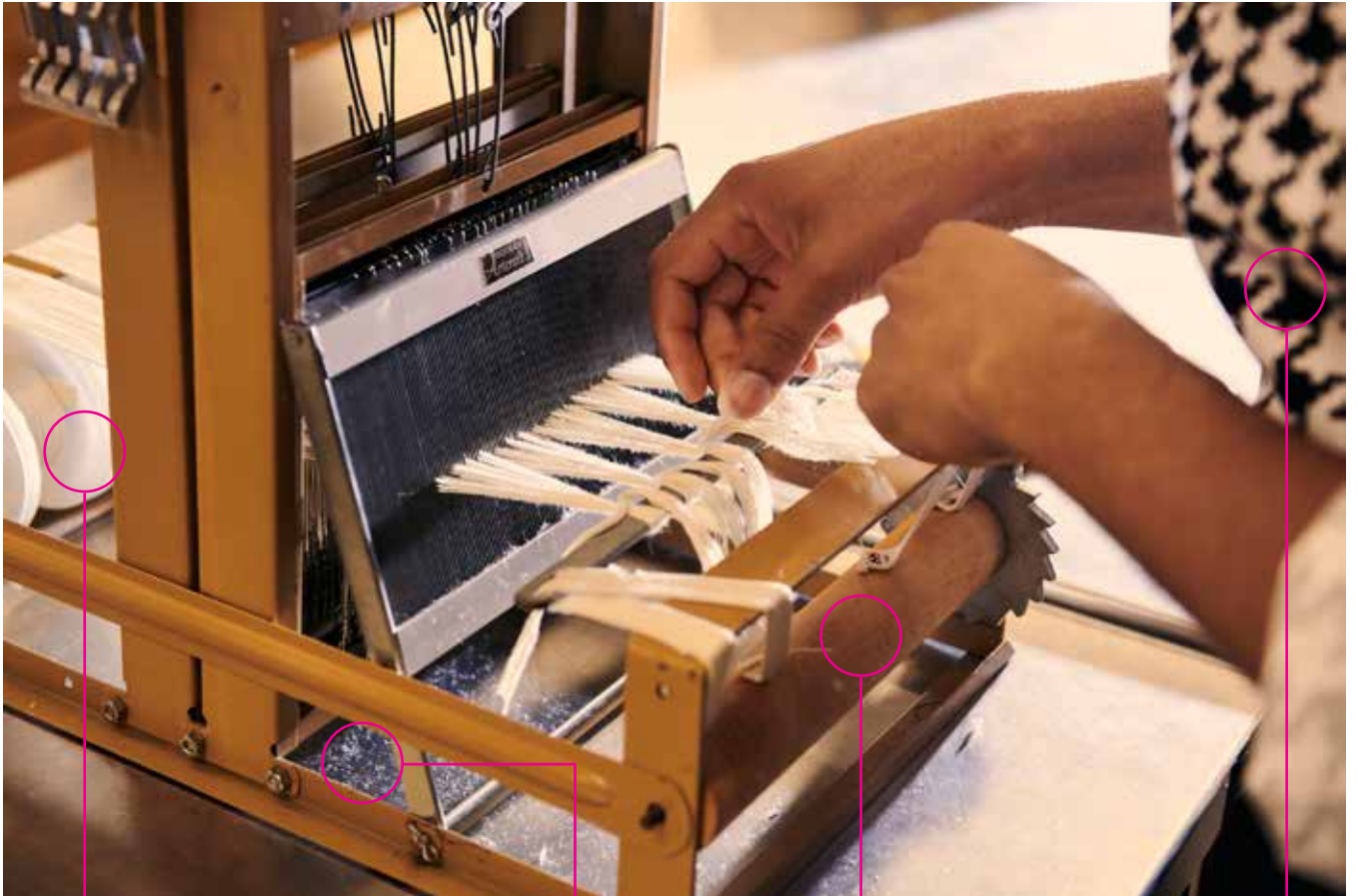


Adaptive Palette **For Use with Images and** **Text**

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



Light



Medium

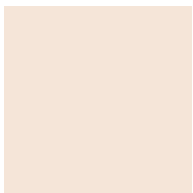
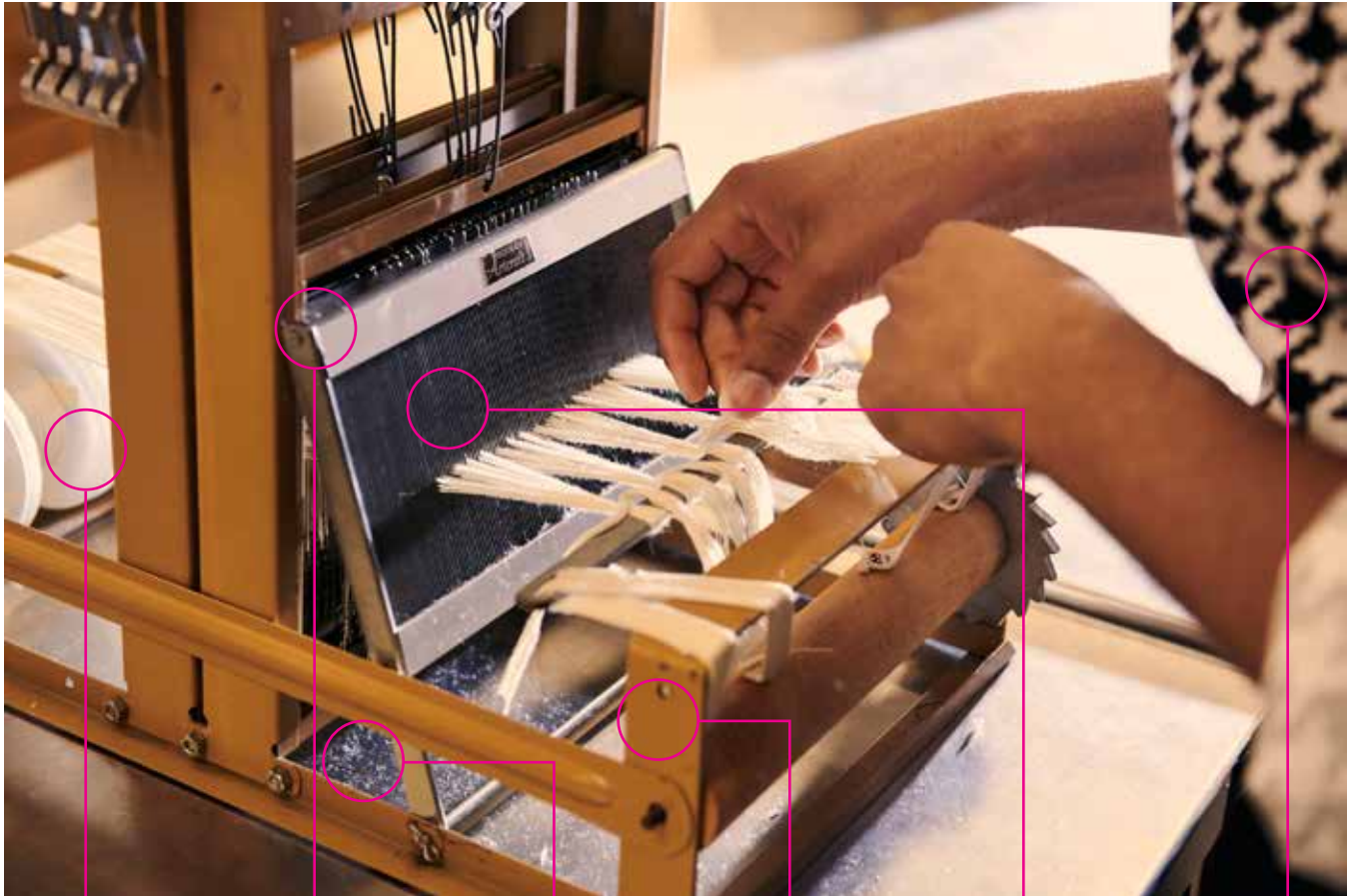


Medium

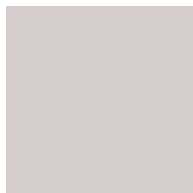


Dark

6.19 Adaptive Color Dos Using the System



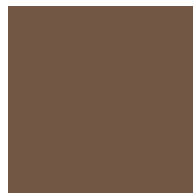
Light



Light



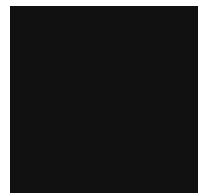
Medium



Medium

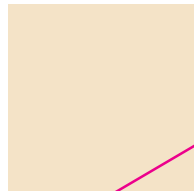
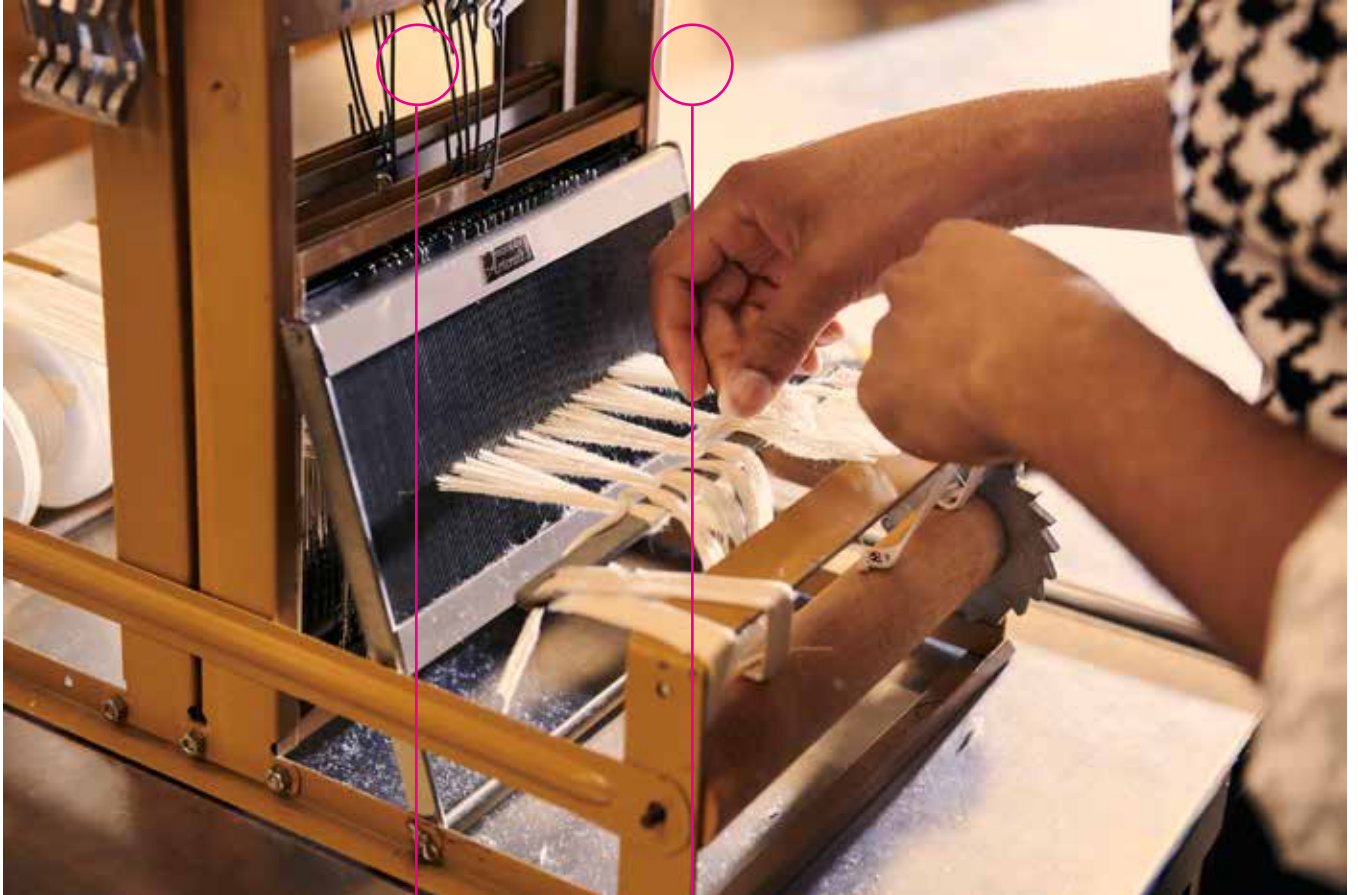


Dark

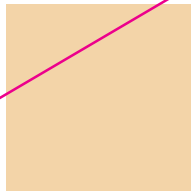


Dark

6.20 Adaptive Color Don'ts Using the System



Light

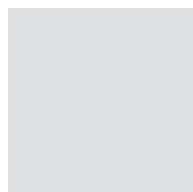


Light

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.



Light



Medium



Dark

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, meidium or dark for header and callouts.

Do use medium for full background if it is vibrant.

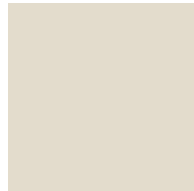


Don't use colors that are too close in value to one another.



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.



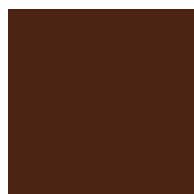
Light



Medium



Medium



Dark



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, meidium or dark for header and callouts.



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

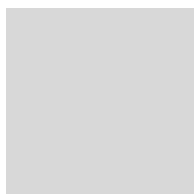


Don't use colors that are too close in value to one another.



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.



Light



Medium



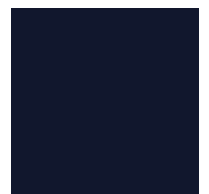
Medium



Medium



Dark



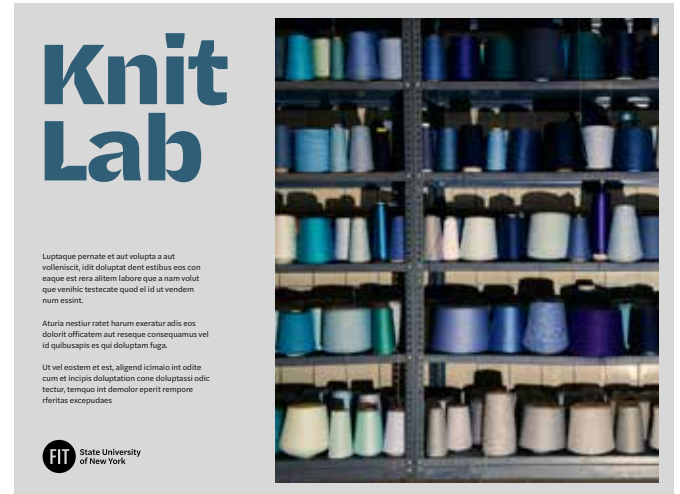
Dark

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

Do use Light for background, meidium 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.

