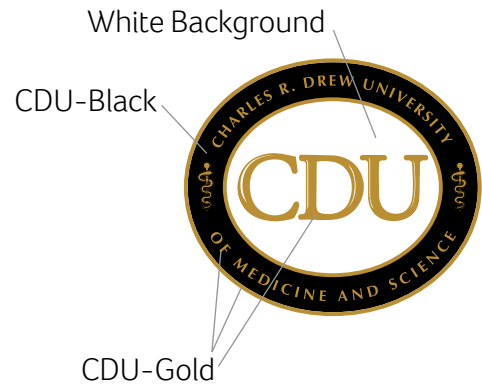


Colors

CDU has a primary color palette, which consists of the main colors in our logo, and a secondary color palette, consisting of colors complementing and contrasting with our primary colors.

Use only the colors specified and in the manner specified in this Visual Identity Guide for all print, digital and outdoor applications.

The inner oval must always “knock-out” to white and never show any background colors.



CDU Primary Color Palette

CDU-Black

SWATCH	PANTONE	PROCESS	RGB	HEX COLOR
	PMS - Black	C 0 M 0 Y 0 K 100	R 0 G 0 B 0	#000000


CDU-Gold

SWATCH	PANTONE	PROCESS	RGB	HEX COLOR
	PMS -118	C 31 M 44 Y 100 K 0	R 174 G 132 B 0	#AE8400


Colors

CDU Secondary Color Palette


CDU-Bright Gold

SWATCH	PANTONE	PROCESS	RGB	HEX COLOR
	PMS -123	C 0 M 24 Y 93 K 0	R 253 G 195 B 62	#FDC33E

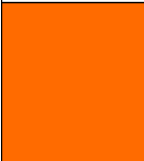
CDU-Dark Gold

SWATCH	PANTONE	PROCESS	RGB	HEX COLOR
	PMS -7756	C 45 M 47 Y 87 K 22	R 127 G 109 B 28	#7F6D3A

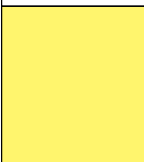
CDU-Cream

SWATCH	PANTONE	PROCESS	RGB	HEX COLOR
	PMS -1215	C 0 M 14 Y 64 K 0	R 255 G 217 B 118	#FFD976

CDU-Orange

SWATCH	PANTONE	PROCESS	RGB	HEX COLOR
	PMS -1505	Always print as fifth color	R 255 G 108 B 0	#FF6C00

CDU-Pale Yellow

SWATCH	PANTONE	PROCESS	RGB	HEX COLOR
	PMS -100	C 0 M 0 Y 70 K 0	R 255 G 245 B 109	#FFF56D