

PRIMARY COLOR

Primary Color

Our colors are what helps give us our personality and identifies our brand.

Consistent and correct use of our color palette enhances its strength and visibility. The primary Columbia SC color palette uses navy, Columbia red, and cream.

Our Columbia red was inspired by the brick buildings and roads found throughout the city. It's powerful, confident and gives a nod to our heritage. Our navy harkens back to the South Carolina state flag. The cream color is a warm neutral that binds together the Columbia Red and navy and balances the palette.

Secondary Color

While the use of the primary Columbia SC color palette is the best way to create a consistent look in communications, the secondary color palette can be used in applications, such as: backgrounds, graphics, maps or where supporting color is needed.

The amount of secondary color used will depend on the form of communication. Basic print materials (like a business card) may not require any secondary colors.

Navy

Pantone 3035 C

Pantone 3025 U

CMYK C 100 / 30 / 19 / 76

CMYK U 99 / 14 / 12 / 45

RGB 10 / 60 / 78

Hex #0A3C4E

Columbia Red

Pantone 179 C

Pantone 485 U

CMYK C: 0 / 87 / 85 / 0

CMYK U: 0 / 74 / 74 / 0

RGB: 244 / 88 / 72

Hex: #F45848

Cream

Pantone 7499 C Tint 30%

Pantone 7499 U Tint 40%

CMYK C: 1 / 2 / 9 / 0

CMYK U: 0 / 2 / 11 / 0

RGB: 254 / 248 / 232

Hex: #FEF8E8

Buttery Yellow

Pantone 1205 C

Pantone 1205 U

CMYK C: 0 / 3 / 43 / 0

CMYK U: 0 / 4 / 42 / 0

RGB: 248 / 224 / 142

Hex: #F8E08E

Light Blue

Pantone 325 C

Pantone 325 U

CMYK C: 53 / 0 / 23 / 0

CMYK U: 52 / 0 / 24 / 0

RGB: 102 / 200 / 200

Hex: #66C8C8

Cool Gray

Pantone Cool Gray 4 C

Pantone Cool Gray 4 U

CMYK C: 12 / 8 / 9 / 23

CMYK U: 7 / 4 / 6 / 19

RGB: 174 / 186 / 184

Hex: #AEBAB8