DREXEL UNIVERSITY
Elkins Park
Campus

BRAND GUIDELINES CHEAT SHEET

BRANDING

COLORS

HEX #07294D	HEX #FFC600

Drexel University's official colors are Pantone 294C (blue) and Pantone 7548C (yellow).
Always use blue and yellow as your main colors while use the complementary colors sparingly.

COMPLEMENTARY COLORS

#006699	#6CACE4	#B7BF10	#FF8F1C	#971B2F
#F4F4F4	#C5C5C5	#757575	#5A5A5A	#333333

FONTS

Futura offers a wide range of weights and expresses the approachable and contemporary qualities of the Drexel University brand.

Miller offers a wide range of weights and expresses the classic, academic and collegiate qualities of the Drexel University brand.

Arial, Akzidenz Grotesk, and Univers are alternate sans serif typefaces, and Times New Roman is an alternate serif typeface that may be used in unofficial applications such as email, letterhead copy, documents, PowerPoint presentations, etc. These should only be used when the primary typefaces are unavailable.

To download communications materials, such as PowerPoint and poster templates, or to submit a request for fonts and/or logos, visit **salus.edu/communications**.

To learn more about Drexel University branding and identity, visit **drexel.edu/identity**.

For additional questions, please contact the Office of Marketing Communications at **salus_communications@drexel.edu**.