

CREATING BRAND COLORS IN MICROSOFT PROGRAMS



All publications and materials must use the university-approved color palettes. Consistent use of color supports visual cohesion across our communications and leverages emotional resonance with our brand. When combined with photos of our people, places, and work, color increases the impact of our storytelling.

Here is a quick tutorial on how to create brand colors in Microsoft Word and PowerPoint.

If you have looked at the brand color palettes on the university brand guidelines (brand.osu.edu/color/extended-colors.html) you may have noticed the numbers underneath the swatches. The **numbers** are the formulas you use when you want to create publications and materials in the brand colors.

For publications and materials created in Microsoft Word and PowerPoint, you will use the formula for RGB. For publications and materials created in Microsoft Publisher, you can use the formulas for either CMYK or RGB.

Secondary Palette

		
PMS 2597 CMYK: 80 99 0 0 RGB: 68 35 105 HEX: #442369	PMS 644 CMYK: 42 10 2 6 RGB: 146 176 215 HEX: #92b0d7	PMS 380 CMYK: 18 0 82 0 RGB: 212 223 72 HEX: #d4df48
		
PMS 391 CMYK: 23 5 100 33 RGB: 144 151 56 HEX: #909738	PMS 159 CMYK: 1 72 100 7 RGB: 214 88 40 HEX: #d65828	PMS 1205 CMYK: 0 3 43 0 RGB: 255 234 174 HEX: #ffeaae

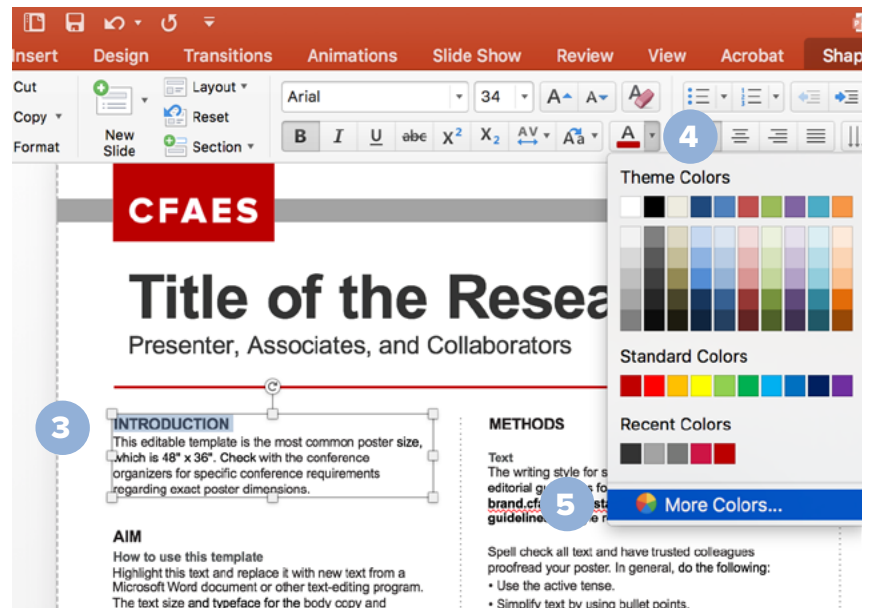
CMYK stands for Cyan, Magenta, Yellow, and Black, which are the inks used by a traditional printer.

RGB stands for Red, Green, and Blue, which is how your computer displays colors.

You can change the color of fonts, shape fill (inside), or shape outline (the frame/border).

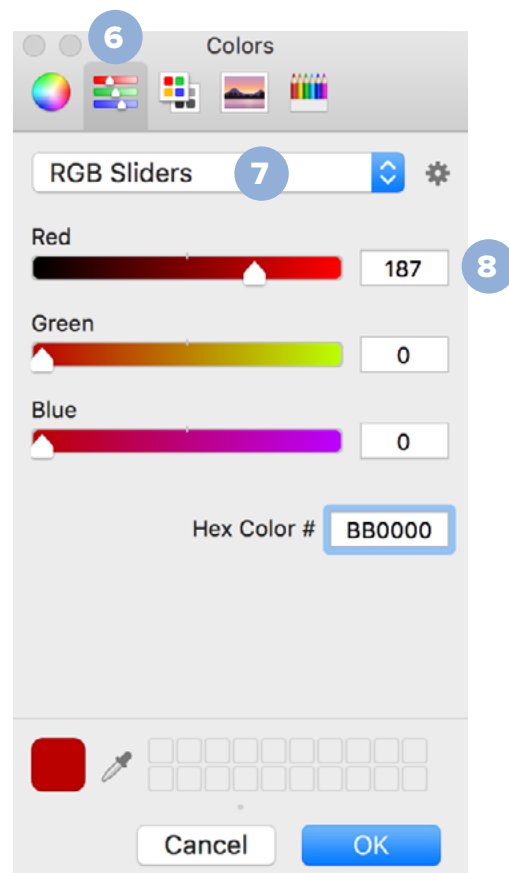
TO CHANGE THE COLOR OF A FONT:

1. Identify the color you want to use from the brand color palette.
2. Decide which formula you want to use, if you have the option.
3. Highlight the text you want to change.
4. Click on the arrow next to the text color icon in the Home tab of the menu bar.
5. Click on **More Colors**.



6. Click on the **Custom** tab.
7. Select the formula you want to use:
 - for Microsoft Word and Powerpoint, use **RGB**, which will be the default Color model
 - for Microsoft Publisher, you can select either **RGB or CMYK** in the Color model
8. Enter the formula, then click OK.

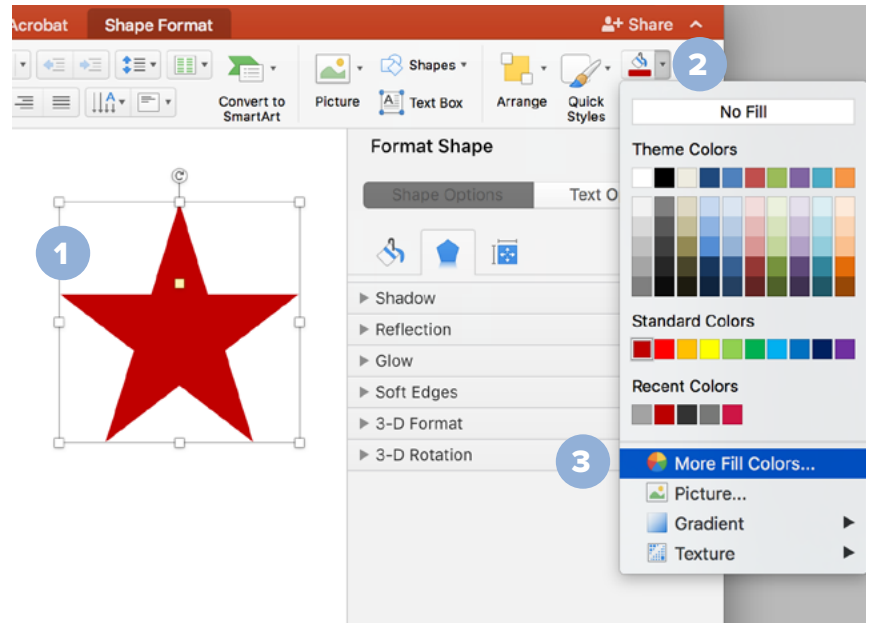
Once you have created a custom color, the color swatch is added under Recent Colors when you click on the arrow next to the text color icon.



TO CHANGE THE COLOR OF A SHAPE:

1. **Click on the shape.** The Format Shape tab will appear.
2. **Click on the arrow** next to shape fill.
3. Click on **More Fill Colors**, then follow the process outlined on the previous page, starting with step 6.

Once you have created a custom color, the color swatch is added under Recent Colors when you click on the arrow next to the shape fill color icon.



TO CHANGE THE BORDER COLOR OF A SHAPE:

1. **Click on the shape.** The Format Shape tab will appear.
2. **Click on the arrow** next to shape outline.
3. Click on **More Outline Colors**, then follow the process outlined on the previous page, starting with step 6.

Once you have created a custom color, the color swatch is added under Recent Colors when you click on the arrow next to the border color icon.

