

# Creating Brand Colors

So I can just use a color that LOOKS like a brand color in my presentation or brochure, right? Wrong. 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 enhances the depth and increases the impact of our storytelling.

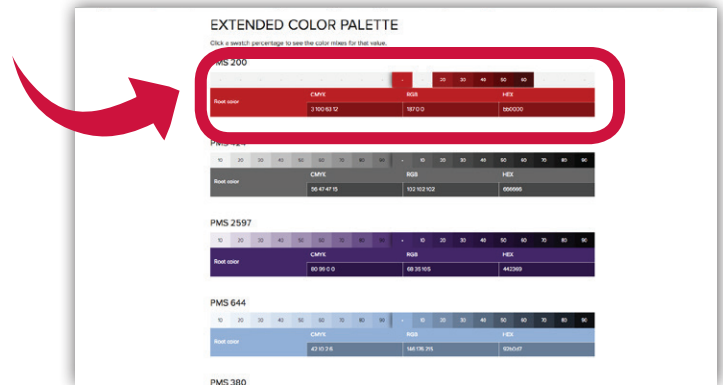
Here's a quick tutorial on how to create brand colors in Word and PowerPoint:

If you've taken a look at the brand color palettes on our brand site ([go.osu.edu/rGS](http://go.osu.edu/rGS)) you've probably noticed some funky numbers underneath the swatches. What are they? Those are the formulas to use when you're creating your presentations and marketing materials and want to add brand colors.

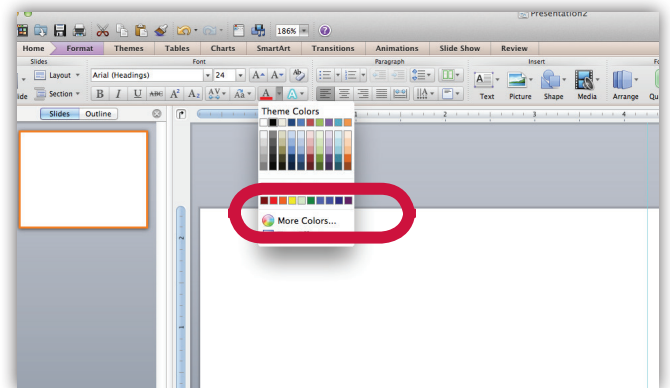
1. Identify the color you want to use. For the sake of this demonstration we're going to use our signature color, scarlet (*Example 1*).

2. Decide which formula you need to use. If you're planning to professionally print your document (by sending it to UniPrint or the Wooster Print Shop), use the CMYK formula. If your project is electronic (a PowerPoint presentation, email attachment, or something to be printed off of a desktop printer) use the RGB formula. We're going to use the RGB formula today, which is R=187, G=0, B=0.

3. Next, open your document. I'm using a blank PowerPoint template. I'm going to start by clicking on the default text box, and then selecting the text color tool in the bar at the top. You can see the options 'Theme Colors' and 'Standard Colors' — ignore those. You want to scroll down to 'More Colors' and select it (*Example 2*).



*Example 1.*



*Example 2.*

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

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

4. In the pop-up window, select RGB sliders from the top pull down menu (*Example 3*). If you were creating a printed piece, you'd select CMYK sliders.

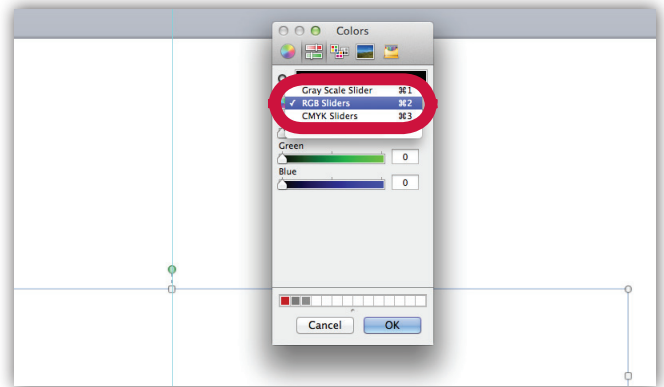
6. Enter the values you found on our website (187, 0, 0) and hit 'OK'. Your red has been saved as a custom swatch.

7. Now add some text to your text box and go into the text color menu. Your custom swatch is going to appear in the 'Recent Colors' category (*Example 4*). Select the swatch and the color is applied to your highlighted text.

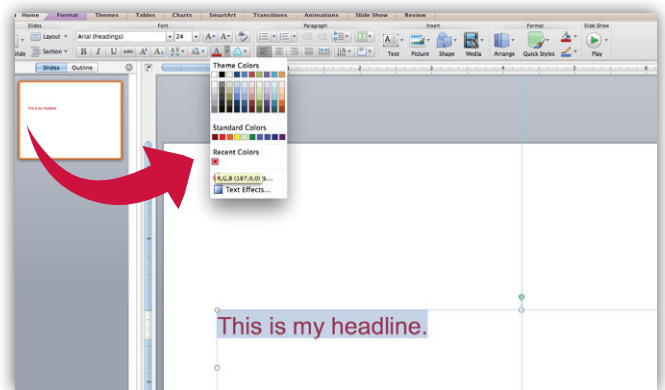
8. The swatch can also be applied to boxes and other elements you add to your page (*Example 5*).

9. You can add as many colors as you want, and you are welcome to use the extended tints and shades ([go.osu.edu/rGV](http://go.osu.edu/rGV)). We just ask that you stick to the colors from the assigned palettes – Extension, OARDC, and Academic Programs. In other words, if your piece is for OARDC, you should use tints and shades from the corresponding OARDC palette and shouldn't add a color or colors from the Extension palette.

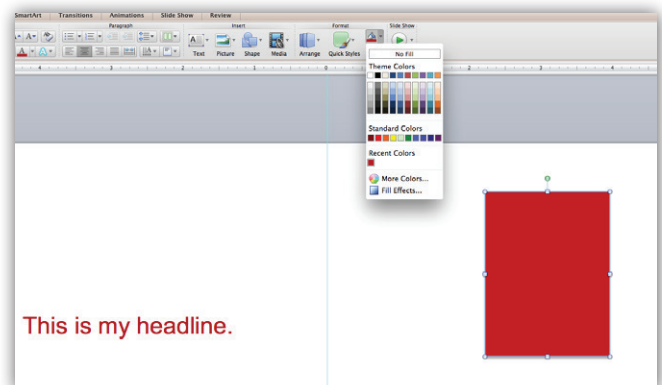
Questions? Comments?  
Email Kim Brown at [brown.3384@osu.edu](mailto:brown.3384@osu.edu).



Example 3.



Example 4.



Example 5.

