

WEB COLOR PALETTE

PRIMARY



#CC0000



#FFFFFF



#000000

SECONDARY



#383838



#666666



#CCCCCC



#E1E1E1



#5C5541



#666633



#556677



#A2000

SUPPORT



#A79574



#C5BD9D



#E5E1D0



#778855



#99AA77



#CCDDAA



#C5BD9D



#E5E1D0

PRIMARY COLOR PALETTE

These official university colors should be the most dominant colors on any of the NC State sites. They should anchor all Web site designs.

SECONDARY COLOR PALETTE

These colors offer complementary options for navigational elements, promotional areas and other prominent design and content elements. As many as two secondary colors can be used with the primary color palette, but they should never be more dominant than the primary colors.

SUPPORT COLOR PALETTE

These colors should be used for subtle accents (link styles, horizontal rules, etc.) and not for primary design elements. One support color can be used with the primary and secondary colors so as not to overpower the design.