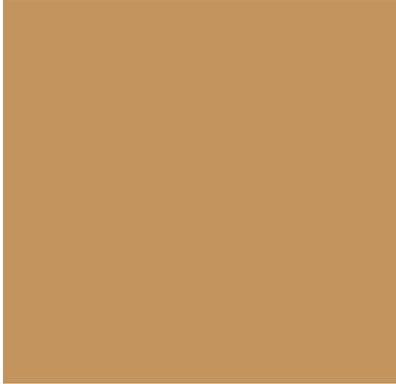


CORE PALETTE

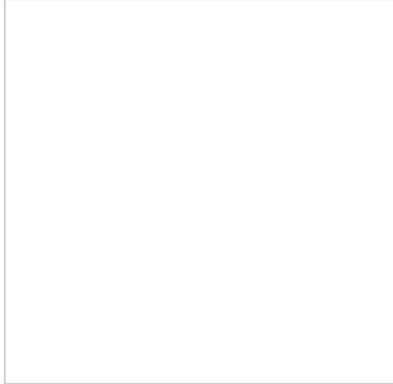
OAKLAND UNIVERSITY ATHLETICS BRAND GUIDELINES



GOLD

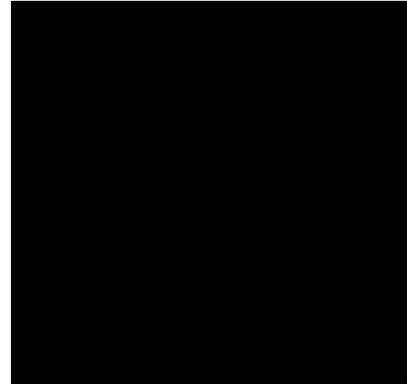
PMS 465

CMYK: C=26, M=40, Y=73, K=3
RGB: R=188, G=149, B=92
Hex Gold = bc945b



WHITE

CMYK: C=0, M=0, Y=0, K=0
RGB: R=255, G=255, B=255
Hex Gold = FFFFFFFF



BLACK

CMYK: C=0, M=0, Y=0, K=100
RGB: R=0, G=0, B=0
Hex Gold = 000000



EXPANDED PALETTE Family of Golds

PMS 872
CMYK: 42, 47, 77, 18
RGB: 136, 113, 73
HEX: 887148

OU's ADA GOLD for web compliance
Metallic Gold for upscale usage

*For more color information about
expanded, neutral and accent
palettes please see
oakland.edu/brand*

EMBROIDERY THREAD

Robison-Anton= 2570 – Golden Tan

*Special match vendor color
information to come. Vegas gold
screen printing ink would still apply
with the updated gold.*