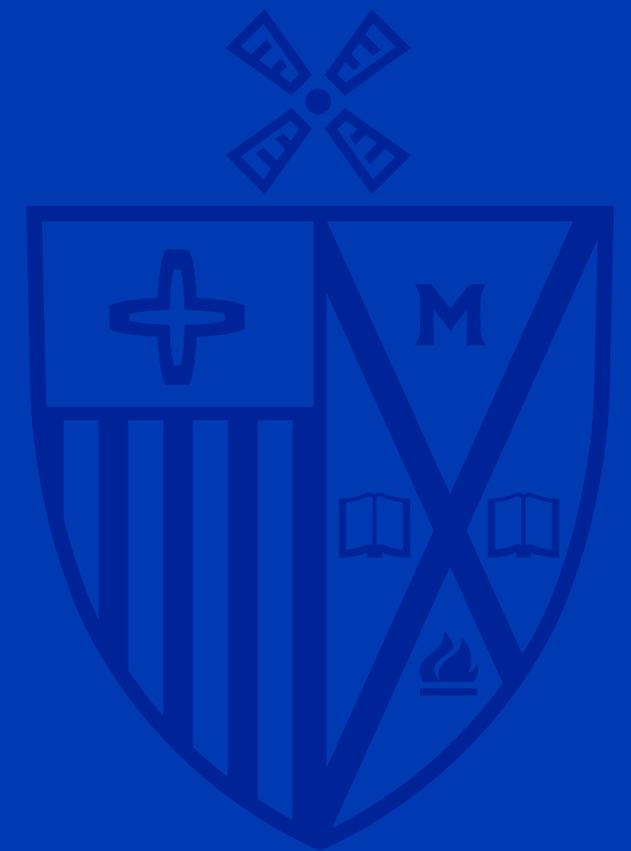




Color Palette

July 2023



Primary Colors

Our primary color palette leans into a range of blues that are inspired by our original navy color, but that have been refreshed and brightened to instill a modern feel.

MERCY ROYAL BLUE

PMS 293
C100 M76 Y0 K9
R0 G62 B171
HEX# 003EAB

WHITE

C0 M0 Y0 K0
R255 G255 B255
HEX# FFFFFFFF

MERCY NAVY BLUE

PMS 295
C100 M63 Y0 K67
R0 G40 B88
HEX# 002858

MERCY LIGHT BLUE

PMS 292
C55 M13 Y0 K0
R105 G180 B246
HEX# 69B4F6

Secondary Colors

Our secondary colors have been carefully chosen to work with our primary color palette. They will provide a range of flexibility to add accents and highlight important information within our layouts.

NOTE:

Secondary colors should be used sparingly to help key information stand out. See reference applications on page 37.

EMERALD

PMS 2250
C78 M0 Y73 K0
R0 G180 B118
HEX# 000b476

GOLD

PMS 116
C0 M10 Y98 K0
R255 G201 B0
HEX# ffc900

ORANGE

PMS 3588
C0 M45 Y97 K0
R255 G149 B39
HEX# ff9527

VIOLET

PMS 2592
C52 M93 Y0 K0
R156 G38 B193
HEX# 9c26c1

GRAY

PMS 420
C18 M13 Y10 K0
R199 G201 B212
HEX# C7C9D4

Color Overview

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HEX# C7C9D4

Color Usage

Below are examples of how best to use both primary and secondary colors within our palette. Layouts should appear predominantly blue with secondary colors used more sparingly only to emphasize key information.

M MERCY UNIVERSITY

Open to whoever you are.

Apply to Mercy University today!

Kristen,
Good news: applying to Mercy University is quick and easy.

Even better news: there is still time to apply for spring 2023 at Mercy. Time is running out though so you need to get started ASAP.

We are reviewing applications on a first come first served basis, that way we can get you your admissions decision as soon as possible.

The best news: we will be there with you every step of the way to make sure you reach your goals.

Apply Today

Also, consider completing your [Free Application for Federal Student Aid \(FAFSA\)](#). This will let us award scholarship grants and work study programs.

Questions? Just reach out to admissions@mercy.edu to set up a video or phone call.

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Dobbs Ferry | Bronx | Manhattan | Online

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Take the next step!

Michael,
Take the next step and secure your spot at Mercy University for fall 2024.

You've done the hard work considering your college choices, perfecting your application, waiting for your acceptance. The rest is easy.

Let us know you are a YES and submit your enrollment deposit through your student portal. This will save your seat at Mercy and let us know you are ready to start classes.

Deposit Today

Your counselor is ready to answer any questions you might have. Set up some time to speak on the phone or video call with Mary Williams at mwilliams@mercy.edu

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Color DON'TS

To help maintain the integrity of our branding, the following are guidelines on how not to use the colors within our palette.

DON'T use secondary colors for color overlay photography

DON'T use colors other than blue or black for copy

DON'T use multi-colored iconography

DON'T use colors other than primary colors for 'call to action' buttons

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DON'T use multiple secondary colors within the same layout