



**Angelo State University**  
**Operating Policy and Procedure**

**OP 26.08: Official University Colors**

**DATE:** April 8, 2016

**PURPOSE:** The purpose of this Operating Policy and Procedure (OP) is to designate the official university colors and require their usage.

**REVIEW:** This OP will be reviewed in March every three years, or as needed, by the Office of Communications and Marketing with recommended revisions presented to the president by April of the same year.

**POLICY/PROCEDURE**

Angelo State University's official colors are royal blue and gold. These colors are designated for print through the Pantone Matching System as PMS287 for blue and PMS123 for gold. The electronic equivalents for website usage are R0-G56-B150 for blue and R252-G201-B23 for gold. These color standards are to be maintained, unless exceptions are granted for print and website usage by the director of communications and marketing.

The following policies are to be followed by university organizations to ensure compliance when selecting colors for use by its members:

1. All organizations representing the university in a team or musical ensemble concept will adhere to the recognized school colors when purchasing uniforms. These organizations include but are not limited to the athletic teams, Angelettes, choir, band, and cheerleaders.
2. Organizations which do not have a recognized uniform may be granted special approval by the director of communications and marketing or the director of graphics to purchase multi-colored apparel to promote a particular mood, theme, or concept.
3. In the event a manufacturer is unable to supply uniforms that conform to the recognized school colors, the director of communications and marketing must approve the alternate colors to be used.
4. All uniforms, apparel and promotional items must be purchased in compliance with OP 30.07 Licensing and Use of ASU Registered Names, Logos, Trademarks and the university's Visual Identity Guidelines.