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GUIDELINES

PURPOSE

The Central Michigan University Interior Color Palette was developed in response to the following goals:

- To create a cohesive and professional look and feel to the interior of campus buildings through the use of consistent paint colors.
- To create a consistent brand identity and establish a strong CMU presence in highly visible public areas.
- To simplify the interior paint color selection and routine maintenance process
- To promote sustainability through:
 - The use of Green Seal Standard GS-11 for Topcoat Paints
 - The use of Green Seal Standard GS-03 for Anti Rust and Anti Corrosion Paints
 - The use of SCAQMD Rule 113 for all other Architectural Coatings, Primers and Undercoats
 - The reduction of existing campus paint inventories and waste

APPLICATION

The CMU Interior Color Palette is comprised of 34 colors, including the official CMU Maroon and Gold. These colors have been broken into the following categories based on their suitable applications - Neutral Colors, Accent Colors, Bold Accent Colors, Door & Frame Colors, and approved CMU Maroon and Gold Colors.

All colors included within the palette are selected to work in harmony with one another while supporting the CMU Brand Identity. Where applicable, colors are grouped into warm, mid, and cool hues for ease of coordination. The Bold Accent Colors were selected for use only within the Residence Life and Campus Dining areas - these colors are intended to be changed more frequently to reflect current trends and to add vibrancy and energy to these facilities on campus.

The Interior Color Palette shall be used on all maintenance, renovation, and new construction projects for any CMU building, owned or leased. For new buildings and major renovations, University Communications shall be invited to review branding during design development. When an existing building will be repainted it is recommended that the color scheme selection for the building be coordinated as a whole, to maintain consistency, and create a professional and planned environment. It is expected that the color selections shall be consistent for all public areas, including wall base and any painted doors and frames.

To support color selection, the Interior Color Palette includes a number of suggested color combinations. Where wall colors are visible from a common space the colors shall be coordinated. In a single room, no more than two wall colors should be used.

NEUTRAL COLORS

These colors were selected based on light reflectivity and neutrality to work with a variety of colors within connecting spaces.

Neutral colors are grouped into warm, mid, and cool hues for ease of coordination. Each group of hues is then arranged by value from lightest to darkest. The darkest neutral color within each hue is equivalent to the lightest door & frame color.

When selecting a color consider the light reflectivity within the corridor as well as how the color will work with the suggested door/frame color palette.

Ceiling Paint should be ProMar 200 Interior Latex Eggshell Extra White. If another color is desired for a specialty application, select from lightest neutral color options.



STONINGTON GRAY

SUMMIT GRAY

CENTRAL MICHIGAN UNIVERSITY

FROSTLINE

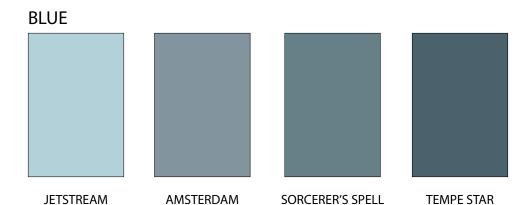
ACCENT COLORS

Accent colors are intended to be used in a thoughtful manner to highlight select architectural features of a space. The colors chosen were selected to compliment coordinating colors within the overall color palette.

Color options provided were carefully selected to avoid similar shades of competitors' school colors.

Shades of red and purple were avoided so as not be confused with CMU Maroon.

Refer to suggested color palettes for examples of coordinated schemes.







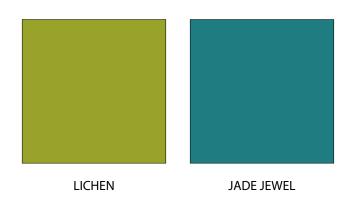
INTERIOR COLOR PALETTE

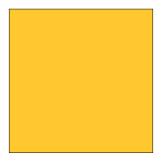
BOLD ACCENT COLORS

The bold accent colors were selected for use only within Residence Life and Campus Dining. These colors are intended to be changed more frequently to reflect current trends and to add vibrancy and energy to these facilities on campus.

When selecting a bold accent color consider the light levels within the space, as well as how the color will work with the selected neutral and door & frame colors. For maximum impact these colors should be used sparingly and in selective applications.







CMU GOLD

CMU MAROON & GOLD COLORS

The official CMU colors are listed from the CMU Brand Identity Standards as they have been selected to represent the university in all printed and digital media.

In paint application, CMU Maroon shall be used. No substitutions or variations in hue, chroma, saturation, or value will be approved.

CMU Gold is approved as a bold accent color and as an Official CMU Color for paint applications.

While there is no acceptable substitution for CMU Maroon, there are three acceptable variations of the CMU Gold for paint use. See branded palette examples.

OFFICIAL CMU COLORS



PAINT COLOR MATCH FOR SCHOOL COLORS



VARIATIONS OF GOLD



DOOR & FRAME COLORS

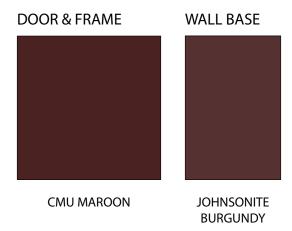
WITH COORDINATING WALL BASE

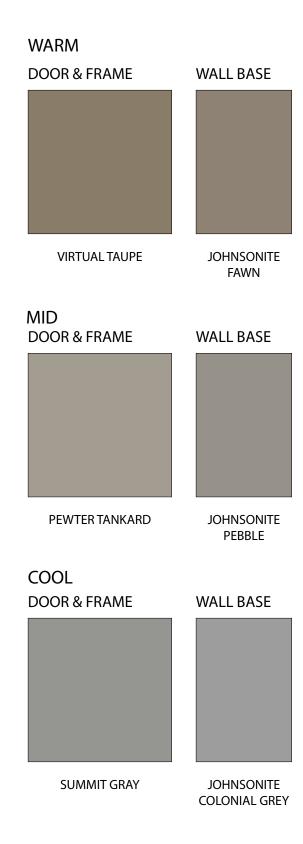
These colors were selected for their neutrality and coordination with the overall palette. Door & frame colors are grouped into warm, mid, and cool hues like the neutral color palette. Color families of warm, mid, or cool are intended to be used in conjunction with one another. Each group of hues is then arranged by value from lightest to darkest to provide a multitude of options and shades.

When selecting a color keep in mind that the door/frame color should be the same throughout the entire floor of a building if not the entire building as a whole. Paint colors provided predominately apply to metal door frames. Only unfinished metal doors, such as hollow metal, would be painted.

Each frame color has a coordinating Johnsonite wall base color listed beside it the appropriate coordinating base should be used.

Wherever accent walls have been painted CMU Maroon - The door, frame, and wall base color should match.







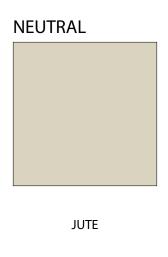
BRANDED PROFESSIONAL PALETTE

CMU's design standards require that any space on campus that will be highly visible to the public or included on campus admissions tours must reflect the CMU brand. The President's, Vice Presidents', and Deans' Suites shall be branded spaces. CMU recognizes that not all of these spaces will warrant a literal interpretation of the school colors. University Communications is available to help with all of your branding needs.

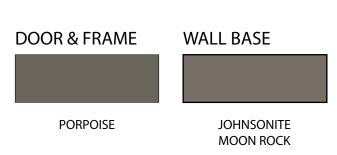
In this example, Jute would be recommended as the primary field color in corridors or large spaces. While still offering a high level of light reflectance, Jute offers a warmer and more inviting color tone.

CMU Maroon and a shade of gold must be used in combination with one another to truly represent the CMU brand.

Other design features that will reinforce CMU's identity must be taken into consideration, such as wood tones, signage, fabrics as well as other applied building materials.



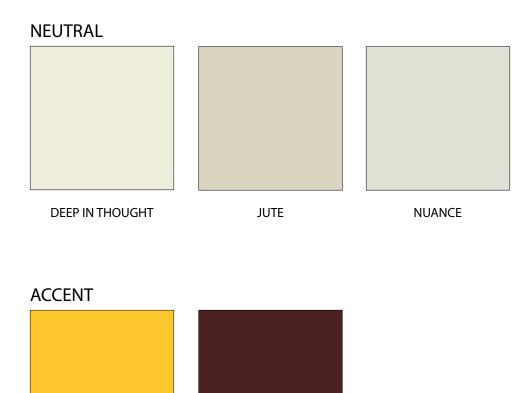




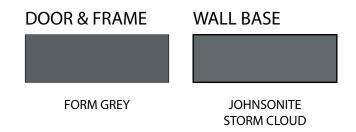
BRANDED SPIRIT PALETTE

Athletics and University Recreation spaces must clearly represent the CMU brand. Acceptable paint matches to CMU's school colors are frequently used as bold accents.

The neutral color should kept light and crisp. The warmer and lighter shades of the neutral color families would be recommended to provide the highest level of contrast and to best compliment the warm school colors.



CMU MAROON



CMU GOLD

INTERIOR COLOR PALETTE

BOLD PALETTE

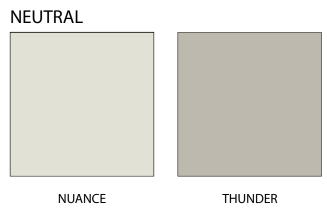
The bold accents provided in the palette were specifically designed for use in Residence Life and Campus Dining. As the name indicates, they are bold and intense hues that will infuse a space with life and energy.

In this example, Deep in Thought would be recommended as the primary field color in corridors or large spaces. A secondary neutral could be used in spaces that need to feel slightly more subdued, such as Residence Hall rooms.



HISTORIC PALETTE EXAMPLE

Many buildings north of Preston are intended to remain historic in character. The example palette provided would be appropriate for historic buildings on campus.





JOHNSONITE GATEWAY

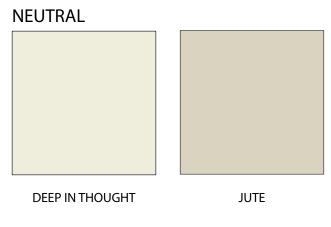
URBANE BRONZE

INTERIOR COLOR PALETTE

WARM PALETTE EXAMPLE

Warm color palettes are believed to feel energetic and vibrant.

In this example, Deep in Thought would be recommended as the primary field color in corridors or large spaces. A secondary neutral could be used in spaces that need to feel more sophisticated or subdued.



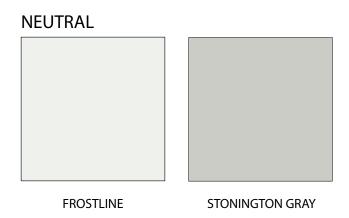


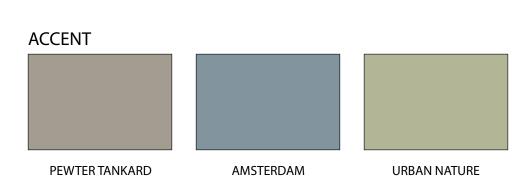


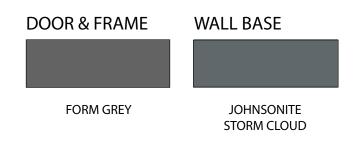
COOL PALETTE EXAMPLE

Cool color palettes can create a very light and crisp aesthetic. They are believed to create tranquil settings.

In this example, Frostline would be recommended as the primary field color in corridor or large spaces. A secondary neutral could be used in smaller spaces that might need to feel a little more inviting.







INTERIOR COLOR PALETTE

COMPREHENSIVE INTERIOR COLOR PALETTE





Colors represented may vary by computer monitor and/or printer. Refer to physical swatches provided by the paint shop or CMU Facilities Management for actual colors.

INTERIOR COLOR PALETTE APPENDIX

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Colors represented may vary by computer monitor and/or printer. Refer to physical swatches provided by the paint shop or CMU Facilities Management for actual colors.



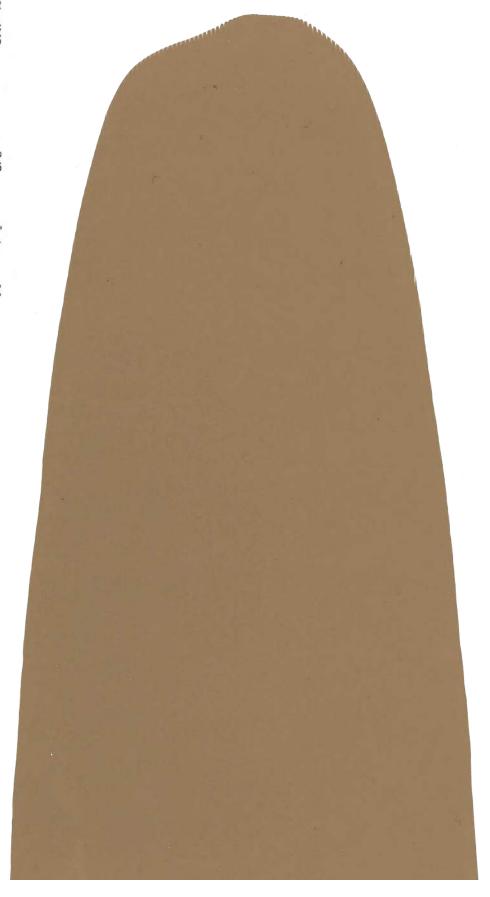
SHERWIN-WILLIAMS 1317 04/30/15 989-773-3516 Order# 0100952 INTERIOR PROMAR 200 ZERO VOC EG-SHEL ARCHITECTURAL LATEX IFC 8012NP CMU DEEP IN THOUGHT CUST OM MANUAL MATCH 0Z 32 64 128 - 3 - -- 1 1 1 - 1 - 1 CCE*COLORANT N1-Raw Umber Y1-Yellow Y3-Deep Gold ONE GALLON B20W12651 EXTRA WHITE 650865017 Non Returnable Tinted Color CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.

04/30/15 SHERWIN-WILLIAMS 1317 Order# 0101065 989-773-3516 ARCHITECTURAL LATEX IFC 8012NP INTERIOR PROMAR 200 ZERO VOC EG-SHEL CMU JUTE CUST OM MANUAL MATCH OZ 32 64 128 - 3 - -- 20 1 -CCE*COLORANT B1-Black N1-Raw Umber Y3-Deep Gold - 11 1 ONE GALLON B20W12651 EXTRA WHITE 650865017 Non Returnable Tinted Color CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip. SHERWIN-WILLIAMS 1317
989-773-3516

INTERIOR
PROMAR 200 ZERO VOC
EG-SHEL

7039 VIRTUAL TAUPE
SHER-COLOR FORMULA

CCE*COLORANT
CC*COLORANT
CC*COLORATT



SHERWIN-WILLIAMS 1317 05/02/15 Order# 0100952 989-773-3516 ARCHITECTURAL ACRYLIC LATEX IFC 8012NP INTERIOR PROMAR 200 ZERO VOC EG-SHEL 7040 SMOKEHOUSE 5/02 SHER-COLOR FORMULA 0Z 32 64 128 2 56 1 1 4 5 - -CCE*COLORANT B1-Black W1-White - 21 2 44 R2-Margon 1 Y3-Deep Gold ONE GALLON B20T02654 ULTRADEEP 650186950 Non Returnable Tinted Color CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip. 0100952-032

INTERIOR COLOR PALETTE

SHERWIN-WILLIAMS 1317 989-773-3516 05/02/15 Order# 0100952 INTERIOR PROMAR 200 ZERO VOC EG-SHEL ARCHITECTURAL ACRYLIC LATEX IFC 8012NP 7020 BLACK FOX SHER-COLOR FORMULA 0Z 32 64 128 6 34 - -2 3 - -CCE*COLORANT B1-Black W1-White R2-Maroon Y3-Deep Gold 19

ONE GALLON B20T02654

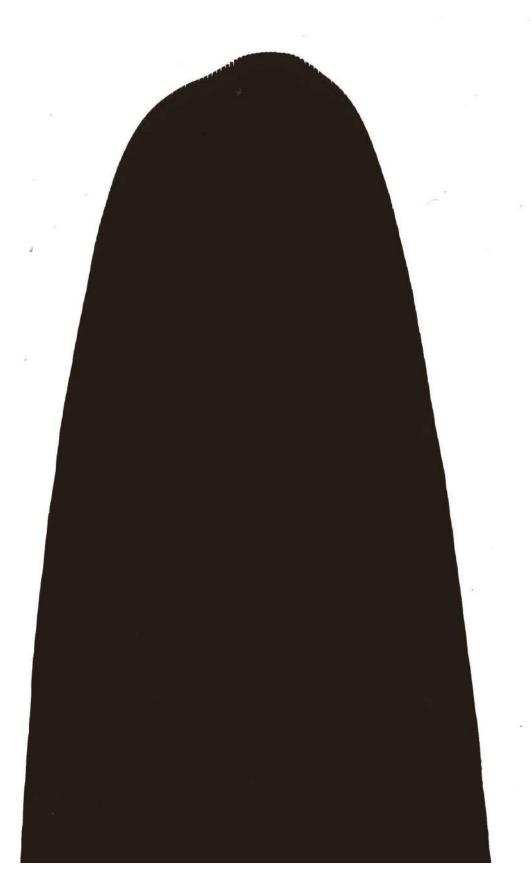
ULTRADEEP 650186950

Non Returnable Tinted Color

2 8

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.





SHERWIN-WILLIAMS 1317 989-773-3516 04/27/15 Order# 0100952 INTERIOR PROMAR 200 ZERO VOC EG-SHEL ARCHITECTURAL LATEX IFC 8012NP 7049 NUANCE SHER-COLOR FORMULA 0Z 32 64 128 - 2 1 -- 3 - -**CCE*COLORANT** B1-Black Y3-Deep Gold ONE GALLON B20W12651 EXTRA WHITE 650865017 Non Returnable Tinted Color CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vory slightly from color strip or color chip.









SHERWIN-HILLIAMS 1317
989-773-3516

INTERIOR
PROMAR 200 ZERO VOC
EG-SHEL

CMU FROSTLINE
CUST OM MANUAL MATCH

CCE*COLORANT 0Z 32 64 128
B1-Black - - 1
Y1-Yellow - - 1

ONE GALLON
B20W12651

Non Returnable Tinted Color
CAUTION: To assure consistent color; always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.

SHERWIN-WILLIAMS 1317
989-773-3516

INTERIOR
PROMAR 200 ZERO VOC
EG-SHEL

ARCHITECTURAL
LATEX
IFC 8012NP

COMP(B010) HC-170 STONINGTON G CUSTOM SHER-COLOR MATCH

CCE*COLORANT OZ 32 64 128 B1-Black - 11 1 1 R2-Maroon - 1 - -Y1-Yellow - 4 - -

ONE GALLON B20W12651

EXTRA WHITE 650865017

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.





SHERWIN-WILLIAMS 1317 05/02/15 989-773-3516 0rder# 0100952

INTERIOR PROMAR 280 ZERO VOC EG-SHEL

ARCHITECTURAL ACRYLIC LATEX IFC 8012NP

CMU SAC GRAY CUST ON MANUAL MATCH

CCEMCOLORANT 0Z 32 64 128 M1-White - 27 1 1 B1-Black 4 15 - -Y3-Deep Gold - 21 - 1

ONE GALLON B20W02653

DEEP 650186935

Non Returnable Tinted Color CAUTION: To assure consistent color, always order enough paint to complete the job and interaks all containers of the same color before application. Mixed colors may very alightly from color strip or color chip.



"FORM GREY"







SHERMIN-WILLIAMS 1317 95/02/15
989-773-3516 0rder# 0100952

INTERIOR ARCHITECTURAL LATEX
EG-SHEL IFC 8012NP

CMU AMSTERDAM
CUST OM MANUAL MATCH

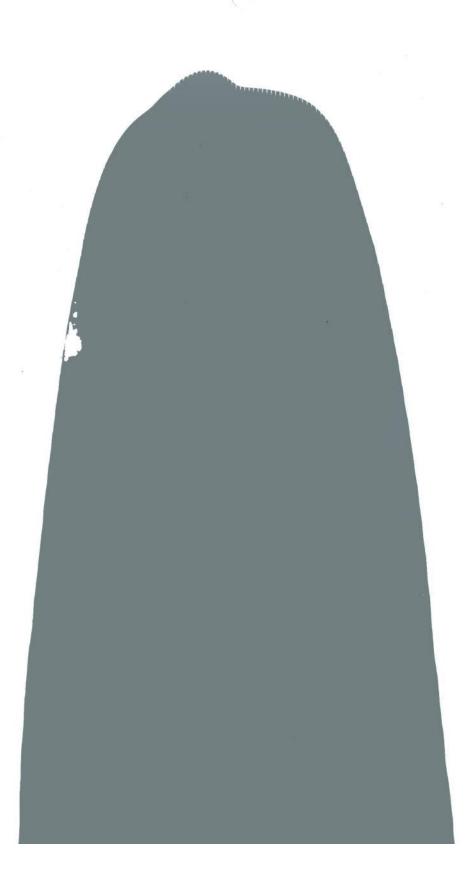
CCE*COLORANT 0Z 32 64 128
B1-Black 4 - 1 1
G2-New Green - 6 - 1
L1-Blue - 25 1 1

ONE GALLON B20W12651 EXTRA WHITE 650865017

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.

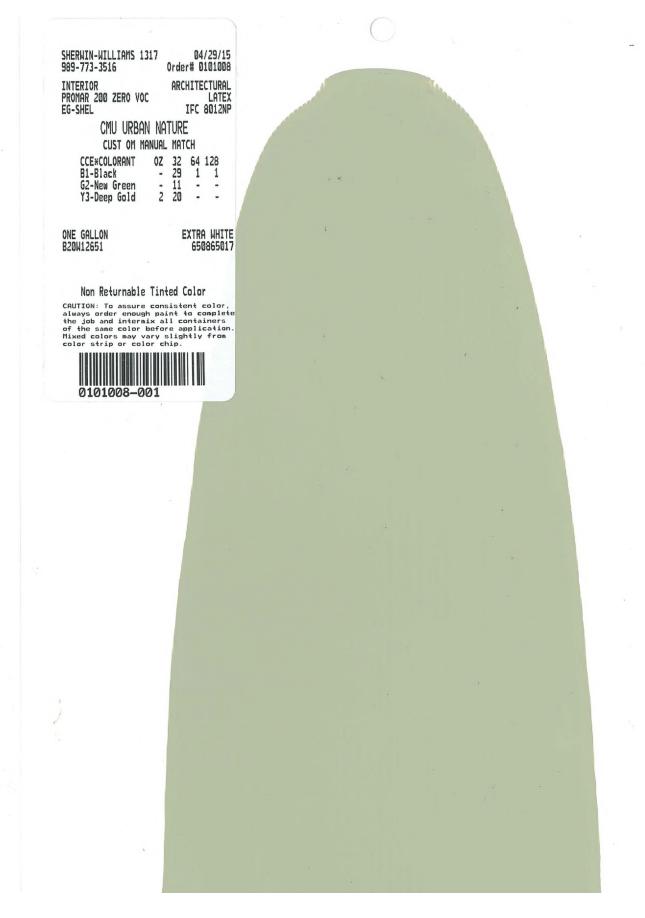




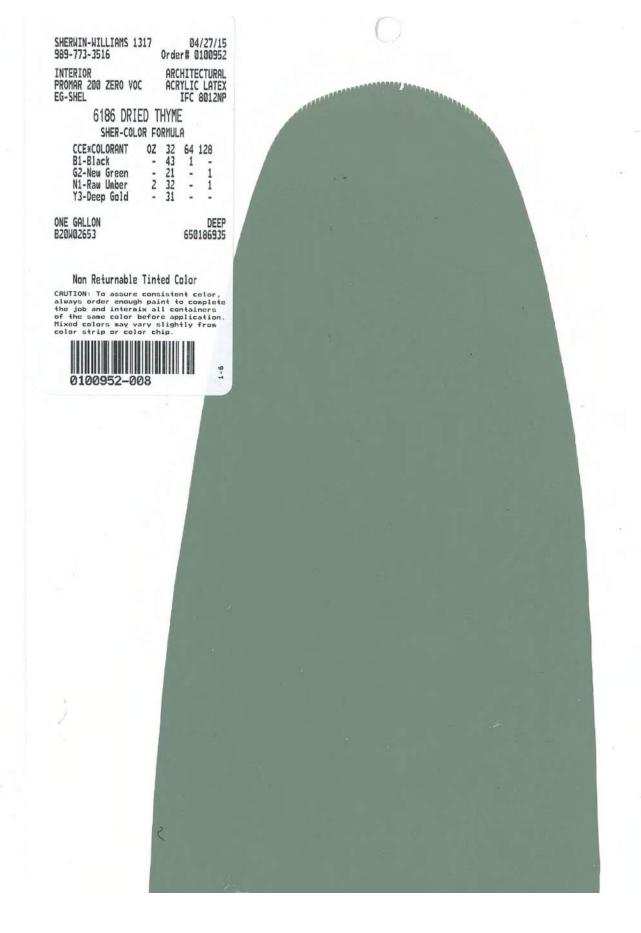












SHERWIN-WILLIAMS 1317 06/01/15 989-773-3516 Order# 0102152 INTERIOR PROMAR 200 ZERO VOC EG-SHEL ARCHITECTURAL LATEX IFC 8012NP 6393 CONVIVIAL YELLOW SHER-COLOR FORMULA 0Z 32 64 128 - - 1 - 1 CCE*COLORANT B1-Black G2-New Green Y3-Deep Gold - 1 - 28 ONE GALLON B20W12651 EXTRA WHITE 650865017 Non Returnable Tinted Color CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.







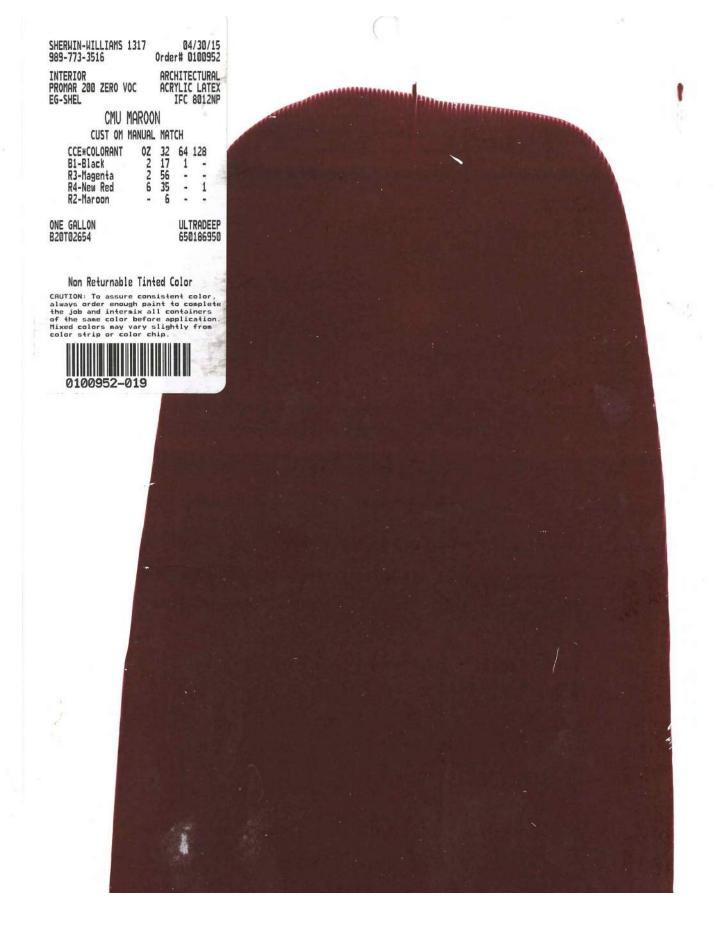








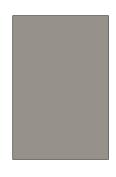


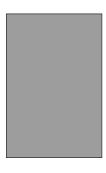


JOHNSONITE COLOR INDEX

COORDINATING WALL BASE









JOHNSONITE PEBBLE 32

JOHNSONITE COLONIAL GREY TA5

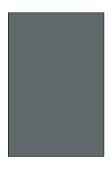
JOHNSONITE BURGUNDY 85



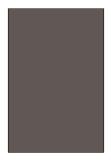
JOHNSONITE TOAST 283



JOHNSONITE MOON ROCK 29



JOHNSONITE STORM CLOUD 71



JOHNSONITE PEPPERCORN TB1



JOHNSONITE GATEWAY TA4



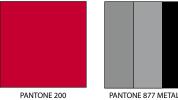
JOHNSONITE BURNT UMBER 63

UNACCEPTABLE COLOR COMBINATION INDEX

The official school colors of competitor universities in Michigan and in the Mid-American Conference have been included for reference.

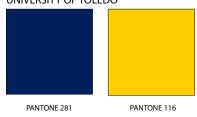


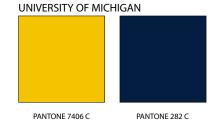




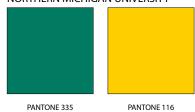
PANTONE 877 METALLIC
PANTONE 422
PANTONE PROCESS BLACK

UNIVERSITY OF TOLEDO

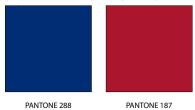




NORTHERN MICHIGAN UNIVERSITY



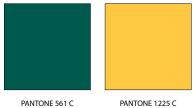
SAGINAW VALLEY STATE UNIVERSITY



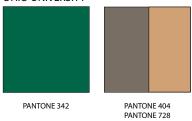
OAKLAND UNIVERSITY



WAYNE STATE UNIVERSITY



OHIO UNIVERSITY



WESTERN MICHIGAN UNIVERSITY

