The university color palette has two parts: the Institutional Palette and the Secondary Palette. Combining these colors with the proper order of dominance establishes the core university brand.

1. **Institutional Palette**: True Blue is our signature color and should appear as the dominant color in all university communications.

2. **Secondary Palette**: The Secondary Palette mimics our natural surroundings. These colors can take the lead occasionally, especially inside a larger document, or with an audience more familiar with the university brand. They should, however, **always be supported with color from the Institutional Palette**.