Zicklin has selected a palette of colors that, when used consistently, will reinforce our visual identity across all communications.

The colors here represent the palette for Zicklin. The use of these colors creates brand continuity and should be used across all communication materials.

Zicklin Blue
Zicklin Blue is the primary color used for the Zicklin School of Business.

Taxi Yellow
This is the color that is used for the waypoints and pathways.

Secondary Palette
Each of the secondary colors is assigned to specific Zicklin programs.

- Cyan is used for the DPS Program; Orange is used for MBA Programs (MBA, Executive MBA, Executive MBA in Healthcare Administration); Green is used for MS Programs (MS and Executive MS degrees).

Blue is not associated with a program, which allows it to act as an accent color that compliments Zicklin Blue.