UNIVERSITY LIBRARIES
UNIVERSITY AT ALBANY
State University of New York

IMC
Innovate Make Create
https://library.albany.edu/imc
518 442-3607

Making Color Swatches in Adobe Illustrator
Using UAlbany's Purple and Gold Color Palette

Swatches are an important tool to use in Illustrator. Swatches are predefined colors that you apply to text, shapes, etc. They're especially useful if you're designing for a company and need to use or create specific colors for their brand. In our example, we will set up colors to work on a logo for UAlbany, based on the University's Brand and Marketing Guidelines + Visual Identity Standards.
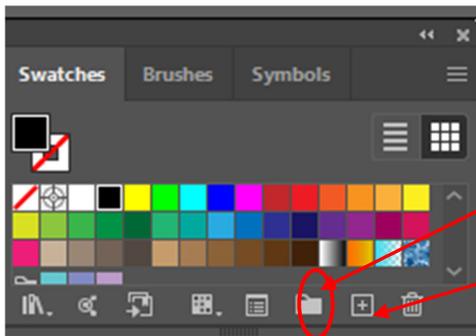
From the top line menu, select Window > Swatches to display the Swatches panel.

Click on the new color group icon on the bottom right. Enter a title. In this example we'll be making a group called "UAlbany Colors".

Select new swatch, the icon to the right of the new color group. The swatch will be added to the UAlbany Colors group
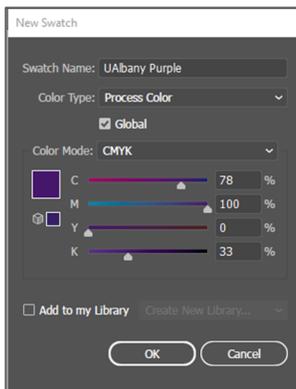
In this window we enter our name for purple and select the color mode type. We'll be using CMYK in the example, which is generally preferred for printing. Use RGB for digital design.

UAlbany's **Purple**
CMYK is **C**-78, **M**-100, **Y**-0, **K**-33
RGB is **R**-70, **G**-22, **B**-1

UAlbany's **Gold**
CMYK is **C**-0, **M**-28, **Y**-100, **K**-6
RGB is **R**-238, **G**-178, **B**-17

Once you click OK your new swatch will appear in the Swatches panel in the folder group named UAlbany Colors. Repeat steps for gold color. The swatches are ready to use in your current project. To save our swatches for use in other documents open the swatch menu (shown with red) and select "Save Swatches…" (blue) Label your group as desired. When working with other documents open the swatch menu (shown with red) and choose "User Defined" (green) and select your swatches.

Drag your saved color group into the swatch panel for your new document.

Save Swatches...
Art History
Celebration
Color Books
Color Properties
Corporate
Default Swatches
Earthtone
Foods
Gradients
Kids Stuff
Metal
Nature
Neutral
Patterns
Scientific
Skintones
System (Macintosh)
System (Windows)
Textiles
VisiBone2
Web
User Defined
Other Library...