



# Brand Expression: Visual Guidelines

## Primary and Secondary Color Palettes

A consistent color palette, used across an organization, unifies all communications.

The University's school colors — Purple and Gold — make up the Primary and Secondary color palettes.

The secondary color palette is available as an accent to the Primary Purple and for use on logos and wordmarks, but are often used on most communications. Purple should be the featured/primary color in all communications.

Printing types (offset, digital, desktop, etc.) as well as computer monitors may adjust the final color output. Therefore, consistent use and careful matching are essential in establishing and maintaining a unified image. Various media such as print, electronic, display/signage, merchandise, etc. may require adjustments to achieve the appearance of the Primary Purple. A best practices guide is available with builds that have been successful in recreating the primary purple in various mediums.

### Primary Palette — Purple



PMS 273U  
CMYK(C) 92/100/0/10  
CMYK(U) 72/73/0/0  
RGB 57/39/91  
HEX #39275b  
UWTV 46/38/96



(Athletics)  
PMS 5265  
CMYK(C) 77/70/0/40  
RGB 54/60/116  
HEX #363c74

### Secondary Palette — Gold, Black, Gray, White



PMS 117  
CMYK(C) 2/22/100/15  
CMYK(U) 2/18/100/19  
UWTV 214/179/68



(Athletics)  
PMS 7502  
CMYK(C) 0/8/35/10  
RGB 232/211/162  
HEX #e8d3a2



(Metallic)  
PMS 871  
CMYK(C) 40/44/78/14  
RGB 145/123/76  
HEX #927b4c



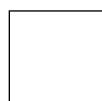
(Athletics)  
PMS Cool Gray 3  
CMYK(C) 0/0/0/17  
RGB 216/217/218  
HEX #d8d9da



Gray  
(any tint of black is acceptable)



Black  
HEX #000000



White  
HEX #ffffff

*PMS numbers provided are visual targets. Colors should always be matched visually according to each application. Please contact us for color builds specific to your application.*

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## Supplementary Color Palettes

The Supplementary color palettes have been added to support the primary and secondary palettes. These are available in a bright and muted palette. Stick to one palette and limit the number of colors you are using. These **may not be used** in logos or on the Patch and Band graphic. These are accent colors only and purple should be the featured color in all communications.

### Supplementary Palette — Bright



PMS 7406  
CMYK(C) 0/17/100/0  
CMYK(U) 1/17/93/3



PMS 370  
CMYK(C) 64/5/100/24  
CMYK(U) 50/3/97/19



PMS 293  
CMYK(C) 100/68/0/2  
CMYK(U) 91/53/0/0



PMS 292  
CMYK(C) 58/11/0/0  
CMYK(U) 54/10/0/0



PMS 7499  
CMYK(C) 1/2/20/0  
CMYK(U) 1/2/20/0



PMS 159  
CMYK(C) 1/74/100/7  
CMYK(U) 3/55/93/6

### Supplementary Palette — Muted



PMS 110  
CMYK(C) 2/24/100/7  
CMYK(U) 4/17/95/9



PMS 5767  
CMYK(C) 30/12/66/36  
CMYK(U) 35/17/62/8



PMS 647  
CMYK(C) 96/53/52/4  
CMYK(U) 80/46/11/8



PMS 644  
CMYK(C) 41/11/2/6  
CMYK(U) 42/13/5/0



PMS 7501  
CMYK(C) 0/4/20/7  
CMYK(U) 5/9/26/2



PMS 167  
CMYK(C) 3/78/100/15  
CMYK(U) 5/58/97/14

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