

## UW Color Palette by Communications Vehicle

Listed below are preferred CMYK builds and alternate builds that have been successfully tested. These CMYK and RGB formulas should be used as starting points to visually reach the Pantone colors. ALWAYS work with your printers and producers to determine the correct color for your specific project.

	PRIMARY		SECONDARY						
	UNIVERSITY PURPLE <sup>1</sup>	ATHLETICS PURPLE	UNIVERSITY GOLD	ATHLETICS GOLD	METALLIC GOLD	GREY	ATHLETICS GREY	BLACK	WHITE
PANTONE	273	5265	117	7502	871	any tint of black is acceptable	COOL GRAY 3	BLACK	n/a
CMYK COATED <small>(4-color offset test ran by A&amp;A Printing)</small>	c100 m100 y0 k15 <small>(Pantone Build)</small>  c96 m100 y0 k10 c90 m100 y0 k20 c95 m100 y0 k10 c95 m100 y0 k20	c77 m70 y0 k40 <small>(Athletics Build)</small>  c84 m79 y10 k38 <small>(Pantone Build)</small>	c2 m22 y100 k15 <small>(Pantone Build)</small>	c0 m8 y35 k10 <small>(Athletics Build)</small>  c0 m13 y43 k13	c40 m44 y78 k14 <small>(Athletics Build)</small>  c30 m35 y60 k0 c30 m30 y50 k0	any tint of black is acceptable	c0 m0 y0 k17 <small>(Athletics Build)</small>  c8 m5 y6 k13 <small>(Pantone Build)</small>	c0 m0 y0 k100	n/a
CMYK UNCOATED <small>(4-color offset test ran by A&amp;A Printing)</small>	c72 m73 y0 k0 <small>(Pantone Build)</small>  c90 m100 y0 k10 c70 m80 y0 k20 c83 m90 y0 k0 c75 m80 y0 k20	c73 m70 y23 k13 <small>(Pantone Build)</small>	c2 m18 y100 k19 <small>(Pantone Build)</small>  c0 m20 y100 k20 c0 m20 y100 k15	c6 m18 y48 k13 <small>(Pantone Build)</small>  c5 m18 y47 k15	c10 m20 y65 k15 c20 m25 y60 k10	any tint of black is acceptable	c7 m4 y6 k14 <small>(Pantone Build)</small>	c0 m0 y0 k100	n/a
C+C iGEN DIGITAL <sup>2</sup>	273C	5265C	117C	467C	1265C	any tint of black is acceptable	COOL GRAY 3	BLACK	n/a
COMMUNICATIONS POSTER SHOP	c100 m100 y0 k20	not tested	c0 m20 y100 k20	c14 m15 y24 k0	c20 m25 y60 k25	any tint of black is acceptable	c0 m1 y2 k9	c0 m0 y0 k100	n/a
COPY CENTER <small>(test ran by UW Tower Copy Center)</small>	c90 m100 y0 k20	not tested	c0 m18 y100 k15	c0 m8 y35 k10	c30 m35 y85 k15	any tint of black is acceptable	c0 m1 y4 k11	c0 m0 y0 k100	n/a
LASER PRINTER <small>(tested on HP Color LaserJet 5500n)</small>	c78 m97 y0 k22	not tested	c0 m15 y100 k18	c16 m17 k55 k0	c20 m25 y60 k25	any tint of black is acceptable	c6 m2 y14 k25	c0 m0 y0 k100	n/a
WORD, EXCEL, POWERPOINT	r57 g39 b91	r54 g60 b116	r215 g169 b0	r232 g211 b162	r145 g123 b76	r128 g128 b128	r216 g217 b218	r0 g0 b0	r255 g255 b255
COLUMNS MAGAZINE	c90 m100 y0 k20	n/a	c2 m22 y100 k15	c0 m8 y35 k10	c40 m44 y78 k14	any tint of black is acceptable	n/a	c0 m0 y0 k100	n/a
LARGE FORMAT/ OUTDOOR <sup>3</sup>	2685C	5265C	117C	7502C	871C	any tint of black is acceptable	COOL GRAY 3 C	BLACK	n/a
LCD DISPLAY	r57 g39 b91	r54 g60 b116	r215 g169 b0	r232 g211 b162	r145 g123 b76	r128 g128 b128	r216 g217 b218	r0 g0 b0	r255 g255 b255
eNEWSLETTER <small>(tested on CONVIO)</small>	39275b	363c74	d7a900	e8d3a2	927b4c	808080	d8d9da	000000	ffffff
WEB <sup>4</sup> <small>(provided by UW Marketing Web Team)</small>	39275b	363c74	d7a900	e8d3a2	927b4c	any tint of black is acceptable	d8d9da	000000	ffffff
UWTV <small>(provided by UWTV)</small>	r46 g38 b96	n/a	r214 g179 b68	n/a	n/a	any tint of black is acceptable	n/a	r0 g0 b0	r255 g255 b255

1. The Primary Purple can only be tinted at 90% or higher only. It should NEVER be tinted to lavender. Care should be taken that it remains in the blue spectrum, rather than red.  
 2. The iGen Digital Press at C+C is calibrated to match SPOT colors. Use Pantone Solid Coated builds to specify color.  
 3. Includes duratrans, vinyl, polyester, cotton, canvas. For tablecloths, use 2695C.  
 4. For web color guidelines, please contact: Gina Hills, Associate Director, Web Communications, at ghills@uw.edu or 206.543.256. or Kilian Frey, Web Designer, at kilianf@uw.edu or 206.543.3034.  
 5. The Supplementary Palettes are to be used as accent colors and should not be used without the Primary and Secondary Palettes present. Purple should always be the featured color in all communications.

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Listed below are preferred CMYK builds and alternate builds that have been successfully tested. These CMYK and RGB formulas should be used as starting points to visually reach the Pantone colors. ALWAYS work with your printers and producers to determine the correct color for your specific project.

SUPPLEMENTARY <sup>5</sup>



	BRIGHT GOLD	MUTED GOLD	BRIGHT GREEN	MUTED GREEN	BRIGHT BLUE	MUTED BLUE	BRIGHT LIGHT BLUE	MUTED LIGHT BLUE	BRIGHT TAN	MUTED TAN	BRIGHT ORANGE	MUTED ORANGE
PANTONE	7406	110	370	5767	293	647	292	644	7499	7501	159	167
CMYK COATED (4-color offset test ran by A&A Printing)	c0 m17 y100 k0 (Pantone Build)	c2 m24 y100 k7 (Pantone Build)	c64 m5 y100 k24 (Pantone Build)	c30 m12 y66 k36 (Pantone Build)	c100 m68 y0 k2 (Pantone Build)	c96 m53 y5 k24 (Pantone Build)	c58 m11 y0 k0 (Pantone Build)	c41 m11 y2 k6 (Pantone Build)	c1 m2 y20 k0 (Pantone Build)	c0 m4 y20 k7 (Pantone Build)	c1 m74 y100 k7 (Pantone Build)	c3 m78 y100 k15 (Pantone Build)
	c1 m17 y93 k3	c0 m10 y100 k0	c60 m0 y100 k20	c15 m0 y68 k39	c100 m60 y0 k20	c100 m50 y0 k40	c50 m5 y0 y0	c41 m11 y2 k6	c0 m3 y30 k0	c0 m7 y27 k10	c0 m70 y100 k0	c15 m75 y100 k0
CMYK UNCOATED (4-color offset test ran by A&A Printing)	c1 m17 y93 k3 (Pantone Build)	c4 m17 y95 k9 (Pantone Build)	c50 m3 y97 k19 (Pantone Build)	c35 m17 y62 k8 (Pantone Build)	c91 m53 y0 k0 (Pantone Build)	c80 m46 y11 k8 (Pantone Build)	c54 m10 y0 k0 (Pantone Build)	c42 m13 y5 k0 (Pantone Build)	c1 m2 y20 k0 (Pantone Build)	c5 m9 y26 k2 (Pantone Build)	c3 m55 y93 k6 (Pantone Build)	c5 m58 y97 k14 (Pantone Build)
	c0 m10 y100 k5	c0 m15 y100 k10	c50 m0 y85 k20	c15 m0 y68 k39	c100 m40 y0 k10	c90 m50 y5 k15	c53 m4 y1 k0	c40 m10 y3 k10	c0 m2 y15 k0	c5 m9 y26 k2	c0 m66 y100 k7	c0 m60 y100 k17
C+C iGEN DIGITAL <sup>2</sup>	7405C	110C	377C	5767C	293C	7462C	2915C	644C	7499C	466C	159C	471C
COMMUNICATIONS POSTER SHOP	c0 m12 y71 k2	c2 m20 y100 k10	c42 m0 y91 k27	c30 m12 y66 k36	c95 m61 y1 k16	c85 m35 y0 k35	c54 m10 y0 k0	c42 m13 y5 k0	c0 m2 y15 k0	c0 m7 y20 k5	c0 m60 y100 k3	c20 m70 y100 k0
COPY CENTER (test ran by UW Tower Copy Center)	c0 m30 y98 k1	c0 m24 y100 k6	c58 m0 y99 k18	c15 m0 y68 k39	c100 m67 y0 k0	c100 m56 y0 k23	c54 m17 y0 k0	c42 m21 y10 k0	c0 m6 y29 k2	c10 m10 y35 k0	c0 m67 y100 k14	c30 m70 y100 k0
LASER PRINTER (tested on HP Color LaserJet 5500n)	c0 m22 y95 k9	c0 m10 y94 k11	c42 m0 y91 k27	c9 m3 y97 k32	c95 m61 y1 k16	c96 m58 y6 k23	c43 m13 y11 k3	c41 m18 y11 k9	c0 m0 y30 k9	c0 m3 y37 k15	c0 m48 y96 k20	c0 m56 y100 k22
WORD, EXCEL, POWERPOINT	r235 b183 b0	r184 g141 b0	r91 g143 b34	r137 g143 b75	r0 g70 b173	r22 g87 b136	r99 g177 b229	r147 g177 b204	r237 g232 b196	r219 g206 b172	r199 g91 b18	r189 g79 b25
LARGE FORMAT/ OUTDOOR <sup>3</sup>	7406C	110C	370C	5767C	293C	647C	292C	644C	7499C	7501C	159C	167C
COLUMNS MAGAZINE	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
LCD DISPLAY	r235 g183 b0	r184 g141 b0	r91 g143 b34	r137 g143 b75	r0 g70 b173	r22 g87 b136	r99 g177 b229	r147 g177 b204	r237 g232 b196	r219 g206 b172	r199 g91 b18	r189 g79 b25
eNEWSLETTER (tested on CONVIO)	b88d00		4a7c01		355ea2		248fc4		dfdac9		d87f00	
WEB <sup>4</sup> (provided by UW Marketing Web Team)	n/a		n/a		n/a		n/a		n/a		n/a	
UWTV (provided by UWTV)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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