Web Color Palette

The purpose of the University color palette is to:
• Establish and maintain unified, consistent design throughout the University

• Provide a design tool that ensures legibility and complies with ADA requirements regarding the sight impaired and color blind

PRIMARY PALETTE

The primary color for the University Signature Logo System is Primary Purple, Pantone 273/Hexadecimal #39275B.

SECONDARY PALETTE

The secondary colors for the University Signature Logo System are gold, black (may be tinted to gray) and white.

Primary Palette - Purple

PMS 273
HEX #39275B
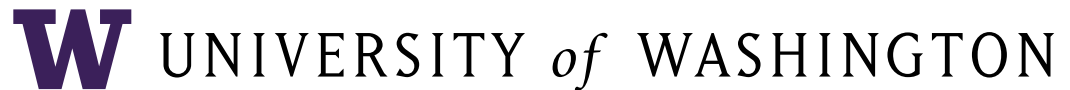
Secondary Palette - Gold, Black, Gray, White

PMS 117
HEX #C79900

PMS BLACK
HEX #000000

PMS GRAY

PMS WHITE

PMS 273/HEX #39275B

PMS BLACK/ HEX #000000

Web Color Palette

PRIMARY & SECONDARY COLORS

The W Logo and Signature must be used in the Primary and Secondary palette colors only.

The University Signature is primarily displayed in Primary Purple and black. It is also acceptable to display the Signature in one of the Secondary Palette colors.

The Purple W may not be tinted.

Acceptable Colors

W UNIVERSITY *of* WASHINGTON

W **W** **W** **W** **W**

W UNIVERSITY *of* WASHINGTON — PMS 273/HEX #39275B

W UNIVERSITY *of* WASHINGTON — PMS 117/HEX #C79900

W UNIVERSITY *of* WASHINGTON — BLACK

W UNIVERSITY *of* WASHINGTON — GRAY (tint of black)

W UNIVERSITY *of* WASHINGTON — WHITE

Web Color Palette

PRIMARY & SECONDARY BACKGROUND COLORS

Acceptable purple and gold background colors are specified here.

NOTE: Primary Purple is NOT lavender. Care should be taken that it remains in the blue spectrum, rather than red.

TEXT COLORS

Purple #39275B may be used for headlines and body copy text. Gold #8E632A may be used for headlines only, not for body copy. White may be used for headlines against Purple #39275B, not for body copy. Black and Gray may be used for headlines and body copy, if the contrast to the background is sufficiently legible.
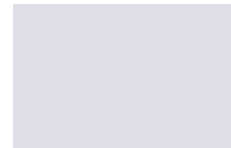
For more information regarding ADA and legibility guidelines, please contact:

Terry Thompson, UW Technology Accessibility Specialist
206.221.4168
tft@u.washington.edu

Acceptable Background Colors

HEX #39275B

HEX #DFDDE8

HEX #E3BF42

HEX #D7C896

HEX #8E632A FOR HEADLINES ONLY

#39275B BACKGROUND

Headline text in #8E632A. Do not use for Body copy text.

Headline text in White.
Body copy text in white.

#D7C896 BACKGROUND

Headline text in Primary Purple.
Body copy text in Primary Purple.

Headline text in Black.
Body copy text in Black.

#DFDDE8 BACKGROUND

Headline text in Primary Purple.
Body copy text in Primary Purple.

Headline text in Black.
Body copy text in Black.

Headline text in Gold. Do not use for body copy text.

#E3BF42 BACKGROUND

Headline text in Primary Purple.
Body copy text in Primary Purple.

Headline text in Black.
Body copy text in Black.

Headline text in White. Do not use for body copy text.

W UNIVERSITY of WASHINGTON

Web Color Palette

PRIMARY & SECONDARY COLORS: UNACCEPTABLE

Do not deviate from Primary & Secondary Palettes

Do not apply a gradient to Logo or Signature

Do not tint the Logo or Signature

#D7C896 BACKGROUND

White body copy text on Gold background is too hard to read and does not comply with ADA standards.

Do not use white body copy text on gold background.

#E3BF42 BACKGROUND

White body copy text on Gold background is too hard to read and does not comply with ADA standards.

Do not use white body copy text on gold background.

#DFDDE8 BACKGROUND

White body copy text in #DFDDE8 background is too hard to read and does not comply with ADA standards.

Do not use white body copy text on #DFDDE8 background.

WHITE BACKGROUND

Gold body copy text on white background is too hard to read and does not comply with ADA standards.

Do not use gold body copy text on white background.

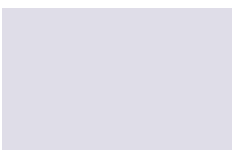Do not tint Primary Purple. Tinting can appear lavender.

Web Color Palette

Primary Palette - Purple

PMS 273/HEX #39275B

HEX #DFDDE8 (BACKGROUND COLOR ONLY)

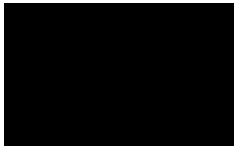**Secondary Palette - Gold + Black + Gray + White**

PMS 117/HEX #C79900

HEX #D7C896

HEX #8E632A
FOR HEADLINES ONLY

BLACK

GRAY (TINT OF BLACK)

WHITE

Supplementary/Accent Palette - Bright
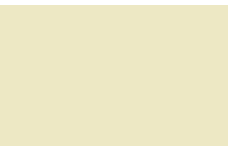
PMS 7406/HEX #EBB700

PMS 370/HEX #5B8F22

PMS 293/HEX #0046AD

PMS 292/HEX #63B1E5

PMS 7499/HEX #EDE8C4

PMS 159/HEX #C75B12

Supplementary/Accent Palette - Muted

PMS 117/HEX #C79900

PMS 5767/HEX #898F4B

PMS 647/HEX #165788

PMS 644/HEX #93B1CC

PMS 7501/HEX #DBCEAC

PMS 167/HEX #BD4F19

The Supplementary Palettes are to be used as accent colors and should not be used without the Primary and Secondary Palettes present.

Contact Information & References

The University of Washington Signature Logo System was created to accommodate a variety of applications and needs, while sustaining the cohesion that is critical to a clear, concise and reputable identity system.

Please be aware that it is not practical to attempt to imagine every conceivable issue or scenario for the purposes of this document. For more information or assistance in interpreting the guidelines, please contact:

UW MARKETING

Cheryl Nations
Creative Director
206.221.7041
cnations@uw.edu

Alanya Cannon
Sr. Creative Manager, Design & Production
206.616.5535
alcan@uw.edu

UW WEB COMMUNICATIONS, MARKETING

Gina Hills
Associate Director, Web Communications, Marketing
206.543.2561
ghills@uw.edu

Kilian Frey
Web Designer, Marketing
206.543.3034
kilianf@uw.edu

AMERICANS WITH DISABILITIES GUIDELINES

Terry Thompson
UW Technology Accessibility Specialist
206.221.4168
tft@u.washington.edu

For UW Marketing Web page examples, visit:

http://www.washington.edu/

http://www.washington.edu/externalaffairs/uwmarketing/

https://www.washington.edu/externalaffairs/uwmarketing/RBI