

# Web Color Palette

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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

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## 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

 UNIVERSITY *of* WASHINGTON



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

 UNIVERSITY *of* WASHINGTON PMS 117/HEX #C79900

 UNIVERSITY *of* WASHINGTON BLACK

 UNIVERSITY *of* WASHINGTON GRAY (tint of black)

 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.

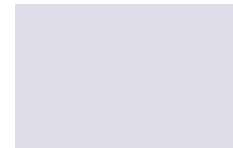
For more information regarding ADA and legibility guidelines, please contact:

Terry Thompson, UW Technology Accessibility Specialist  
206.221.4168  
[tft@u.washington.edu](mailto: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.**

# 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

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## Primary Palette - Purple



PMS 273/HEX #39275B



HEX #DFDDE8 (BACKGROUND COLOR ONLY)

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



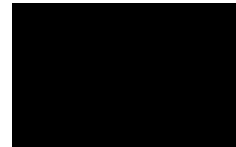
PMS 117/HEX #C79900



HEX #D7C896



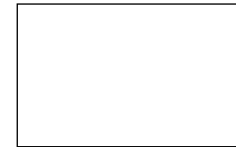
HEX #8E632A  
FOR HEADLINES ONLY



BLACK



GRAY (TINT OF BLACK)



WHITE

## Supplementary/Accent Palette - Bright



PMS 7406/HEX #EBB700



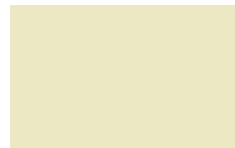
PMS 370/HEX #5B8F22



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

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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:

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### **For UW Marketing Web page examples, visit:**

<http://www.washington.edu/>

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

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