






















BRAND

Color Palettes

The University brand uses both a primary and secondary color palette. The University's primary color palette is derived from our brand signatures and brand marks. When these palettes are used appropriately, they enhance our communications and contribute to our evolving brand story and identity. The secondary color palette should be used sparingly as accents to complement the primary palette.

Primary Color Palette

 Pantone® 873 Metallic Coated	 Process Color C:27 M:33 Y:63 K:01	 Pantone® 466 Coated	 Pantone® 466 Uncoated	 Hexadecimal #BCA270	 RGB R:188 G:162 B:112
 Pantone® Black Coated	 Pantone® Black Uncoated	 Process Color C:00 M:00 Y:00 K:100	 Hexadecimal #000000	 RGB R:0 G:0 B:0	
 Pantone® 201 Coated	 Pantone® 1797 Uncoated	 Process Color C:25 M:90 Y:65 K:25	 Hexadecimal #983141	 RGB R:152 G:49 B:65	
 Pantone® Cool Gray 7 Coated	 Pantone® 423 Uncoated	 Process Color C:00 M:00 Y:00 K:50	 Hexadecimal #939598	 RGB R:147 G:149 B:152	