UNIVERSITY OF CONNECTICUT BRAND COLORS

PRIMARY

NAVY BLUE
PANTONE 289 COATED
C100 M76 Y12 K70
PANTONE 289 UNCOATED
C97 M63 Y13 K41
R0 G14 B47
#000E2F

WHITE
OPAQUE WHITE
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

GRAY
PANTONE 430 COATED
C33 M18 Y13 K40
PANTONE 430 UNCOATED
C47 M31 Y29 K4
R124 G135 B142
#7C878E

SECONDARY  (Athletic Specialty Usage)

RED
PANTONE 185 COATED
C0 M93 Y79 K0
R228 G0 B43
#E4002B

GRAY
PANTONE 429 COATED
C21 M11 Y9 K23
R162 G170 B173
#A2AAAD

BLUE - HUSKY EYES ONLY
PANTONE 543 COATED
C37 M9 Y0 K1
R164 G200 B225
#A4C831
UNIVERSITY OF CONNECTICUT BRAND COLORS

FOR WEBSITES, DIGITAL SCREENS OR MONITOR USAGE

**Gradient Top**
- Color: R24 G42 B96
- Hex: #182A60

**Gradient Bottom**
- Color: R0 G14 B47
- Hex: #000E2F

**Gray RGB**
- Color: R124 G135 B142
- Hex: #7C878E

**Red RGB**
- Color: R228 G0 B43
- Hex: #E4002B

**Gradient color usage includes:**
- Navigation bars, buttons
- Blocks of color or elements with a sizably greater length than height
- Blocks of color or elements with a greater height than width
- For example an element 960px wide by 90px tall

**Large Color Spaces**
- Color: R0 G11 B36
- Hex: #000E2F

**Large color space usage includes:**
- Website backgrounds
- Blocks of color or elements larger than 750px squared

**Medium Color Spaces**
- Color: R0 G14 B47
- Hex: #000E2F

**Medium color space usage includes:**
- University website headers, navigation bars, buttons
- Blocks of color or elements with a sizably greater length than height
- Blocks of color or elements with a greater height than width
- For example an element 960px wide by 90px tall

**Small Color Spaces**
- Color: R27 G46 B103
- Hex: #1B2E67

**Small color space usage includes:**
- Website navigation bars, buttons, links, titles
- Blocks of color or elements with a height or width smaller than 50px on one side
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FOR APPLICATION OF WALLS AND PHYSICAL STRUCTURES

Pittsburgh Paint

EGG SHELL FINISH
9-540 Ceramic Blue PC834

SEMIGLOSS FINISH
9-340 Ceramic Blue PC834