UNIVERSITY OF CONNECTICUT BRAND COLORS

PRIMARY

NAVY BLUE	WHITE	GREY
PANTONE 289 COATED C100 M76 Y12 K70	**OPAQUE WHITE** C0 M0 Y0 K0	**PANTONE 430 COATED** C33 M18 Y13 K40
PANTONE 289 UNCOATED C97 M63 Y13 K41	R255 G255 B255 #FFFFFF	**PANTONE 430 UNCOATED** C47 M31 Y29 K4
R0 G14 B47 #000E2F		R124 G135 B142 #7C878E

SECONDARY (Athletic Specialty Usage)

RED	GREY	BLUE - HUSKY EYES ONLY
PANTONE 185 COATED C0 M93 Y79 K0	**PANTONE 429 COATED** C21 M11 Y9 K23	**PANTONE 543 COATED** C37 M9 Y0 K1
R228 G0 B43 #E4002B	R162 G170 B173 #A2AAAD	R164 G200 B225 #A4C8E1

UNIVERSITY OF CONNECTICUT BRAND COLORS

FOR WEBSITES, DIGITAL SCREENS OR MONITOR USAGE

GRADIENT TOP
R24 G42 B96
#182A60

GREY RGB
R124 G135 B142
#7C878E

RED RGB
R228 G0 B43
#E4002B

GRADIENT BOTTOM
R0 G14 B47
#000E2F

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
R0 G11 B36
#000E2F

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

MEDIUM COLOR SPACES
R0 G14 B47
#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
R27 G46 B103
#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

UNIVERSITY OF CONNECTICUT BRAND COLORS

FOR APPLICATION OF WALLS AND PHYSICAL STRUCTURES

Pittsburgh Paint

EGG SHELL FINISH

9-540 Ceramic Blue PC834

SEMIGLOSS FINISH

9-340 Ceramic Blue PC834