

UNIVERSITY OF CONNECTICUT BRAND COLORS

PRIMARY

NAVY BLUE PANTONE 289 COATED C100 M76 Y12 K70 PANTONE 289 UNCOATED C97 M63 Y13 K41 RO G14 B47 #000E2F	WHITE OPAQUE WHITE CO MO YO KO R255 G255 B255 #FFFFFF	GRAY PANTONE 430 COATED C33 M18 Y13 K40 PANTONE 430 UNCOATED C47 M31 Y29 K4 R124 G135 B142 #7C878E
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SECONDARY (Athletic Specialty Usage)

RED PANTONE 185 COATED CO M93 Y79 KO R228 GO B43 #E4002B	GRAY PANTONE 429 COATED C21 M11 Y9 K23 R162 G170 B173 #A2AAAD	BLUE - HUSKY EYES ONLY PANTONE 543 COATED C37 M9 YO K1 R164 G200 B225 #A4C831
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UNIVERSITY OF CONNECTICUT BRAND COLORS

FOR WEBSITES, DIGITAL SCREENS OR MONITOR USAGE



GRADIENT TOP
R24 G42 B96
#182A60



GRAY 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

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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