



OFFICIAL COLOR PRIMARY LOGO MARK - PANTONE VERSION - USE THE LOGO MARKS ABOVE FOR ALL PANTONE APPLICATIONS



LOGO ON DARK BACKGROUND



LOGO ON DARK BACKGROUND



OFFICIAL CMYK VERSION 01  
FOR ALL CMYK APPLICATIONS



OFFICIAL CMYK VERSION 02  
FOR ALL CMYK APPLICATIONS



OFFICIAL SINGLE COLOR VERSION 01  
PANTONE BLACK C



OFFICIAL SINGLE COLOR VERSION 02  
PANTONE RED 7427 C



OFFICIAL SINGLE COLOR VERSION 03  
GREY 32 % PANTONE BLACK



OFFICIAL SINGLE COLOR VERSION 04  
WHITE



OFFICIAL EMBROIDERY VERSION 01  
FOR USE UNDER 3" IN HEIGHT



OFFICIAL EMBROIDERY VERSION 02  
FOR USE UNDER 3" IN HEIGHT

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

#### COLOR SPECIFICATION CHART & CONVERSION TABLE

UMASS COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX COLORS:
RED	RED 7427 C	C-8/M-100/Y-70/K-33	R-151/G-27/B-47	971B2F
DARK RED	RED 504 C	C-29/M-82/Y-44/K-73	R-87/G-41/B-50	572932
GREY	32% PROCESS BLACK C	C-0/M-0/Y-0/K-32	R-177/G-179/B-179	B1B3B3
BLACK	PROCESS BLACK C	C-0/M-0/Y-0/K-100	R-39/G-37/B-31	27251F

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