

## Colors

Home (<https://brand.ua.edu>) > Colors

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### PRIMARY COLORS

Our primary colors of Crimson Flame, Capstone Gray and Victory White should be used in all marketing and advertising materials. Like our logos, color is a key component of our brand identity.



#### CRIMSON FLAME

- PMS 201
- CMYK 25, 100, 79, 20
- RGB 158, 27, 50
- HTML 9E1B32



#### CAPSTONE GRAY

- PMS 430
- CMYK 52, 40, 37, 3
- RGB 130, 138, 143
- HTML 828A8F

## VICTORY WHITE

- White

## SECONDARY COLORS

Our secondary palette was created to provide additional creative inspiration. The colors should be used sparingly and must not exceed 20% of the total color palette of any design. The colors should complement the design and are best utilized when needed for variety such as in infographics, charts and icons for long-form printed marketing collateral.

Tips for secondary and metallic colors:

- Black should not be used as a primary color element.
- Do not use secondary colors, other than black, for UA logos and text such as headlines and copy text.
- UA logos can be displayed in Minerva Silver.
- Denny Gold can be used for the UA seal for presidential documents, as well as 50<sup>th</sup> anniversary logos.
- Secondary colors are not approved for use as a prominent, signifying color for a college, division, center, institute, department, etc.
- Tints and shades of the colors are prohibited.
- Other colors may be used, but the use of orange will not be approved on marketing, advertising, web and/or promotional materials.



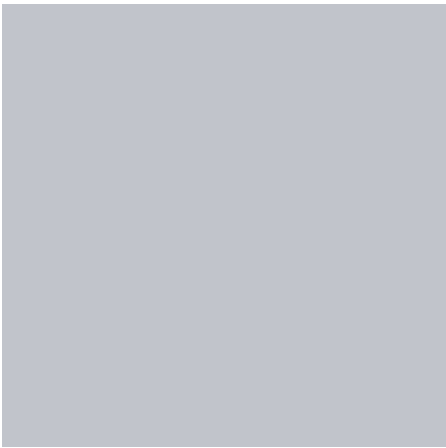
## LEGENDS BLACK

- Black



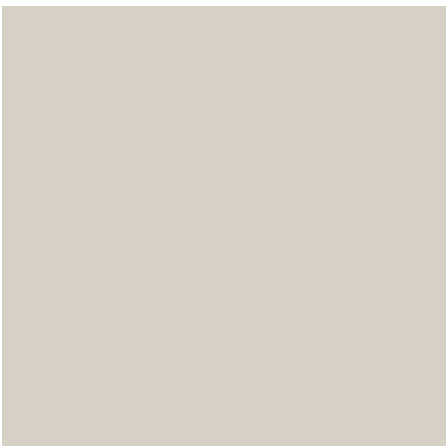
## PACHYDERM

- PMS 431
- CMYK 65, 51, 44, 16
- RGB 95, 106, 114
- HTML 5F6A72



## CHIMES GRAY

- PMS 428
- CMYK 4, 1, 0, 21
- RGB 193, 198, 201
- HTML C1C6C9



## IVORY TUSK

- PMS 7527

- CMYK 3, 4, 14, 8
- RGB 218, 215, 203
- HTML DAD7CB



## BAMA BURGUNDY

- PMS 188
- CMYK 12, 95, 59, 54
- RGB 119, 36, 50
- HTML 772432



## ROLL TIDE RED

- PMS 199
- CMYK 0, 100, 65, 0
- RGB 208, 16, 58
- HTML D0103A



## YELLOW HAMMER

- PMS 128
- CMYK 0, 7, 68, 0
- RGB 242, 214, 83
- HTML F2D653



## T-TOWN TEAL

- PMS 7469
- CMYK 100, 31, 8, 38
- RGB 0, 92, 132
- HTML 005C84

## METALLIC COLORS



## DENNY GOLD

- Metallic Gold
- Pantone 871 C



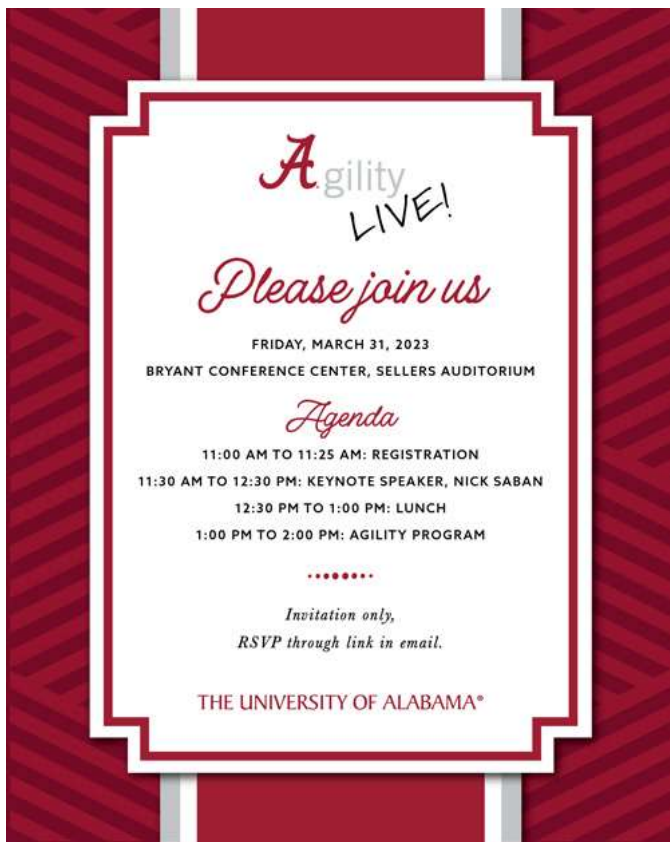
## MINERVA SILVER

- Metallic Silver
- Pantone 877 C

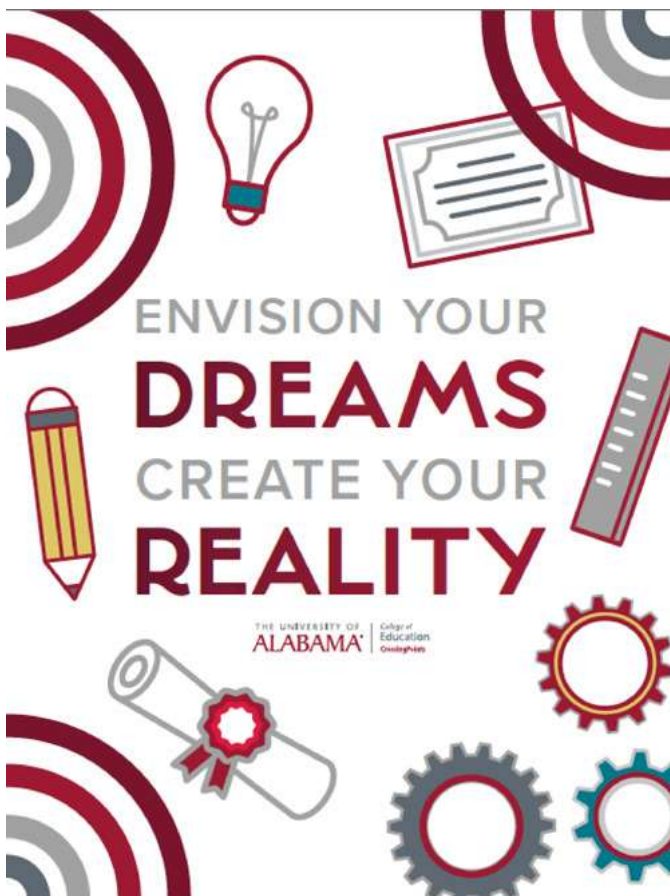
## COLOR SCHEME

The chart below serves to assist in creating a scale for implementing a color scheme based on the intended message and/or audience of your marketing or advertising collateral. Colors can range from casual to formal and from subtle to bold.



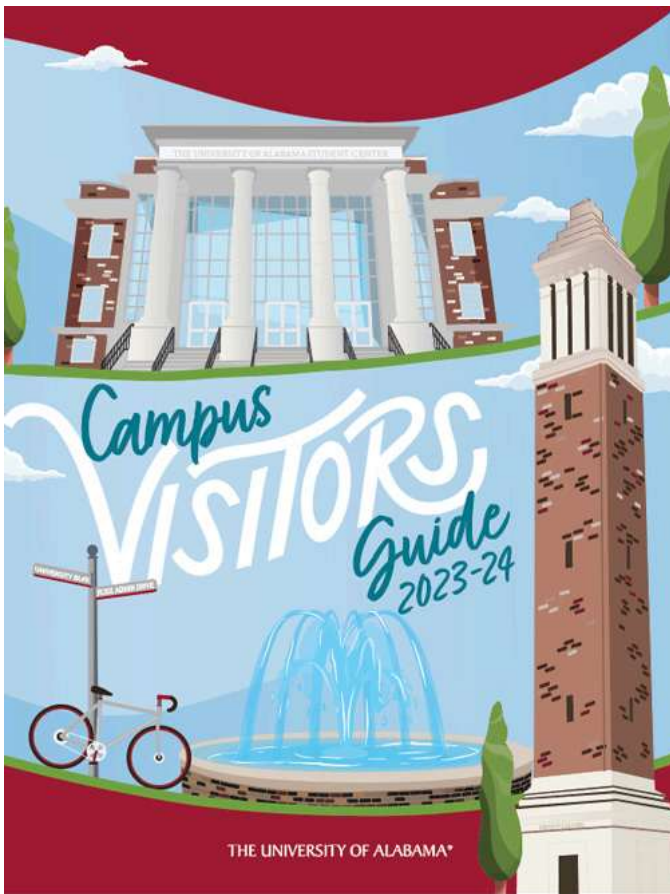


Flyer Example (/wp-content/uploads/sites/33/2024/03/AgilityInvite.png)



Flyer Example (/wp-content/uploads/sites/33/2024/03/CrossingPoints\_Folder\_ColorExample.png)





Cover Example (/wp-content/uploads/sites/33/2024/03/CVG\_Cover.png)



Cover Example (/wp-content/uploads/sites/33/2024/03/DSC-Annual-Report\_ColorExample.png)



Banner Example (/wp-content/uploads/sites/33/2024/03/HR-Enrollment-Banner.png)



Post Card Example (/wp-content/uploads/sites/33/2024/03/PostcardMailerDesign.png)

Branding Overview



Brand Personality

Brand Messaging



Brand Standards



Logo Applications



Resources/Downloads



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