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

SECONDARY (Athletic Specialty Usage)

RED

PANTONE 185 COATED CO 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 YO K1

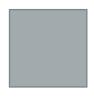
R164 G200 B225 #A4C831

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 GO B43 #E4002B



RO G14 B47 #000E2F



- 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



RO G11 B36
#000E2F

Large color space usage includes:

- · Website backgrounds
- · Blocks of color or elements larger than 750px squared



MEDIUM COLOR SPACES
RO 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