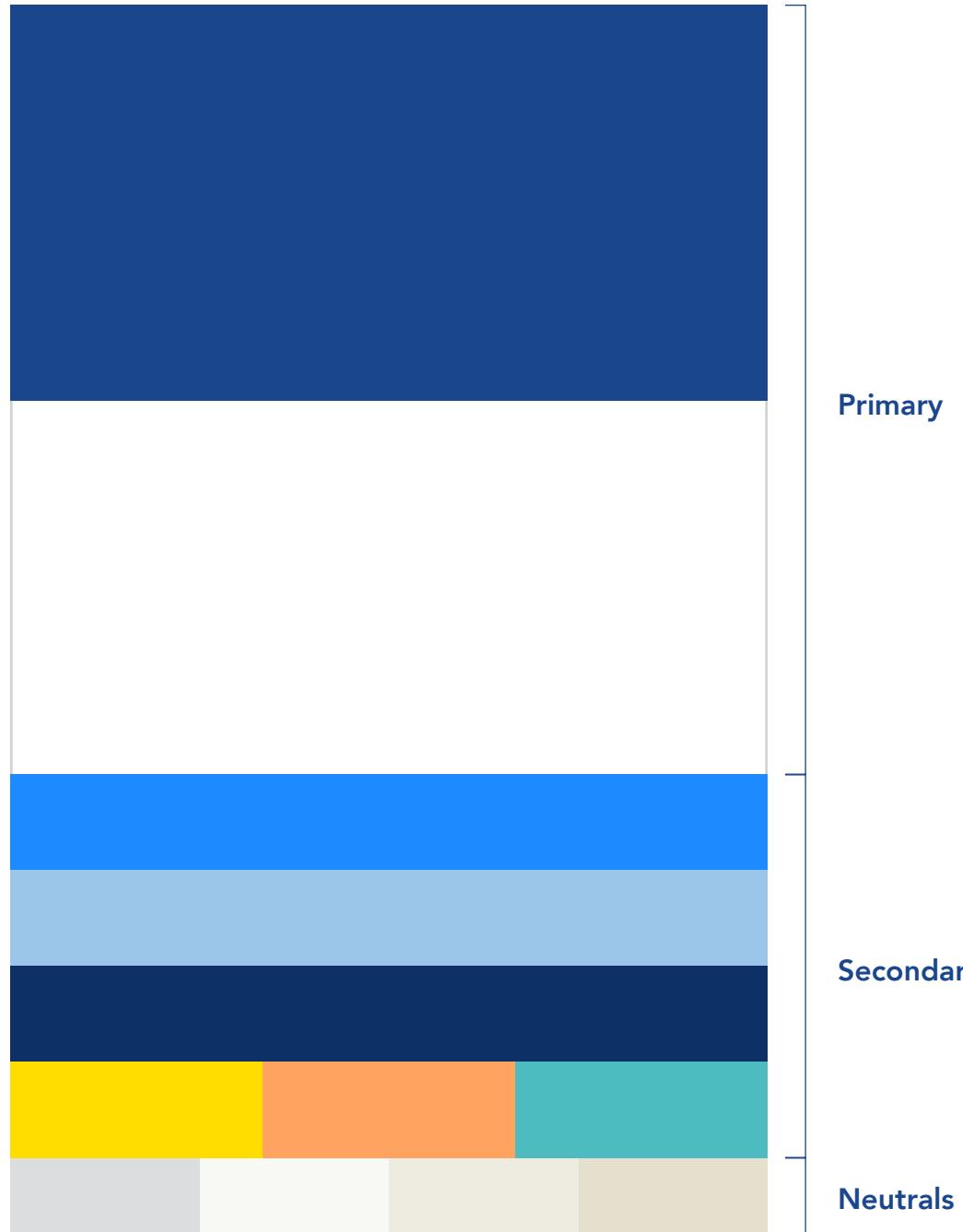


# COLOR PALETTE OVERVIEW

Our color palette is divided into three groups: primary, secondary and neutrals. Our primary palette should always lead, while the secondary and neutral palettes add depth and support to our communications.



# PRIMARY COLOR PALETTE

Our primary palette consists of Wildcat Blue and White. Our layouts lean heavily on these colors, mixing in the other palettes to build color schemes that are complementary and balanced.

## Coated Paper

When printing on most coated stocks, on specially treated uncoated paper, or on UV presses, use the Pantone spot color or the CMYK formulas specified below.

## Wildcat Blue

CMYK 100 75 0 0  
RGB 0 51 160  
HEX 0033A0

## PMS 286 C

## Uncoated Paper

When printing on most uncoated stocks, we adjust the CMYK formula of the color palette to achieve the best results. Use the specified formula below.

## Wildcat Blue Uncoated

CMYK 87 59 0 0

## PMS 286 U

White is an indispensable color. Rather than viewing white space as a blank area, see it as a break. Don't rush to fill it: it can focus attention on what is there, rather than drawing attention to what isn't. Always balance color, typography and graphic elements with white space.

## White

CMYK 0 0 0 0  
RGB 255 255 255  
HEX FFFFFF

# SECONDARY PALETTE

Wildcat Blue and White should drive most marketing, campus and alumni materials, but sometimes other colors need to be used. For those circumstances, we have developed this secondary palette.

These colors are best suited for use in internal communications, but may certainly be used in long-form communications where more colors are needed for variety, infographics and icons. Large fields of these colors should be avoided, with the exception of Bluegrass. Be sure Wildcat Blue is always the most prominent color.

Under no circumstances should any of these colors become the predominant color for a school, center, institute or department.

## Sky

CMYK 37 11 0 0  
RGB 177 201 232  
HEX B1C9E8  
PMS 658

## Midnight

CMYK 95 74 7 44  
RGB 27 54 93  
HEX 1B365D  
PMS 534

## Goldenrod

CMYK 0 11 80 0  
RGB 255 220 0  
HEX FFDC00  
PMS 122

## Sunset

CMYK 0 51 55 0  
RGB 255 163 96  
HEX FFA360  
PMS 1635

## River Green

CMYK 58 0 36 0  
RGB 76 188 192  
HEX 4CBCC0  
PMS 7465

# NEUTRAL PALETTE

Neutral tones can be used to add depth, warmth, sophistication and richness to our communications.

Note, however, that White should be used more frequently and prominently than these neutrals.

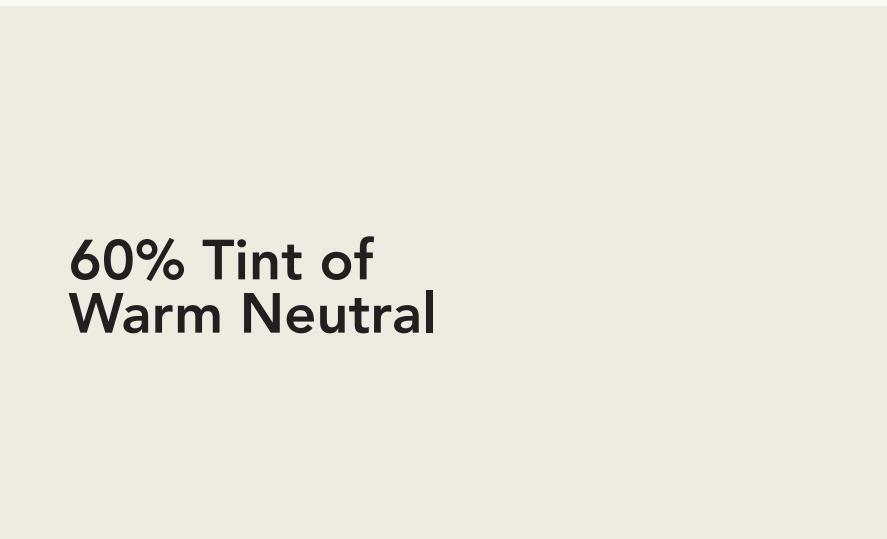
While Black is a part of our palette, it should be used as infrequently as possible. We use it only for long passages of body copy. Never use it as a primary color element.

## Cool Neutral

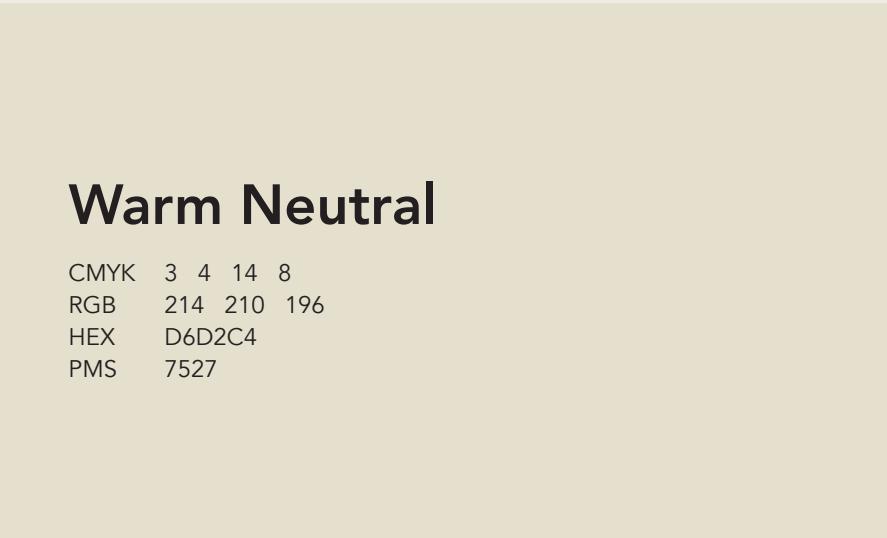
CMYK 0 0 0 15  
RGB 220 221 222  
HEX DCDDDE

This color is Black at 15% tint.

## 20% Tint of Warm Neutral



## 60% Tint of Warm Neutral



## Warm Neutral

CMYK 3 4 14 8  
RGB 214 210 196  
HEX D6D2C4  
PMS 7527

## Black

CMYK 0 0 0 100  
RGB 0 0 0  
HEX 000000

# COLOR GRADIENTS

Three color gradients are available for use. They are pairings of Wildcat Blue, Bluegrass, and Midnight.

**WILDCAT BLUE**



**BLUEGRASS**

**WILDCAT BLUE**



**MIDNIGHT**

**MIDNIGHT**



**BLUEGRASS**

# DIGITAL COLORS

Most people form their first impression of us as a university in the digital space. So it's vital that our colors be consistent and properly used in all digital executions.

All digital color codes are included on the palette pages.

## CONTRAST IS KEY

Use caution when selecting colors for text and general information. Contrast is critical for maximum legibility — especially for meeting the needs of disabled users. Check your contrast levels with the WAVE color contrast tool:

[webaim.org/resources/contrastchecker](http://webaim.org/resources/contrastchecker)

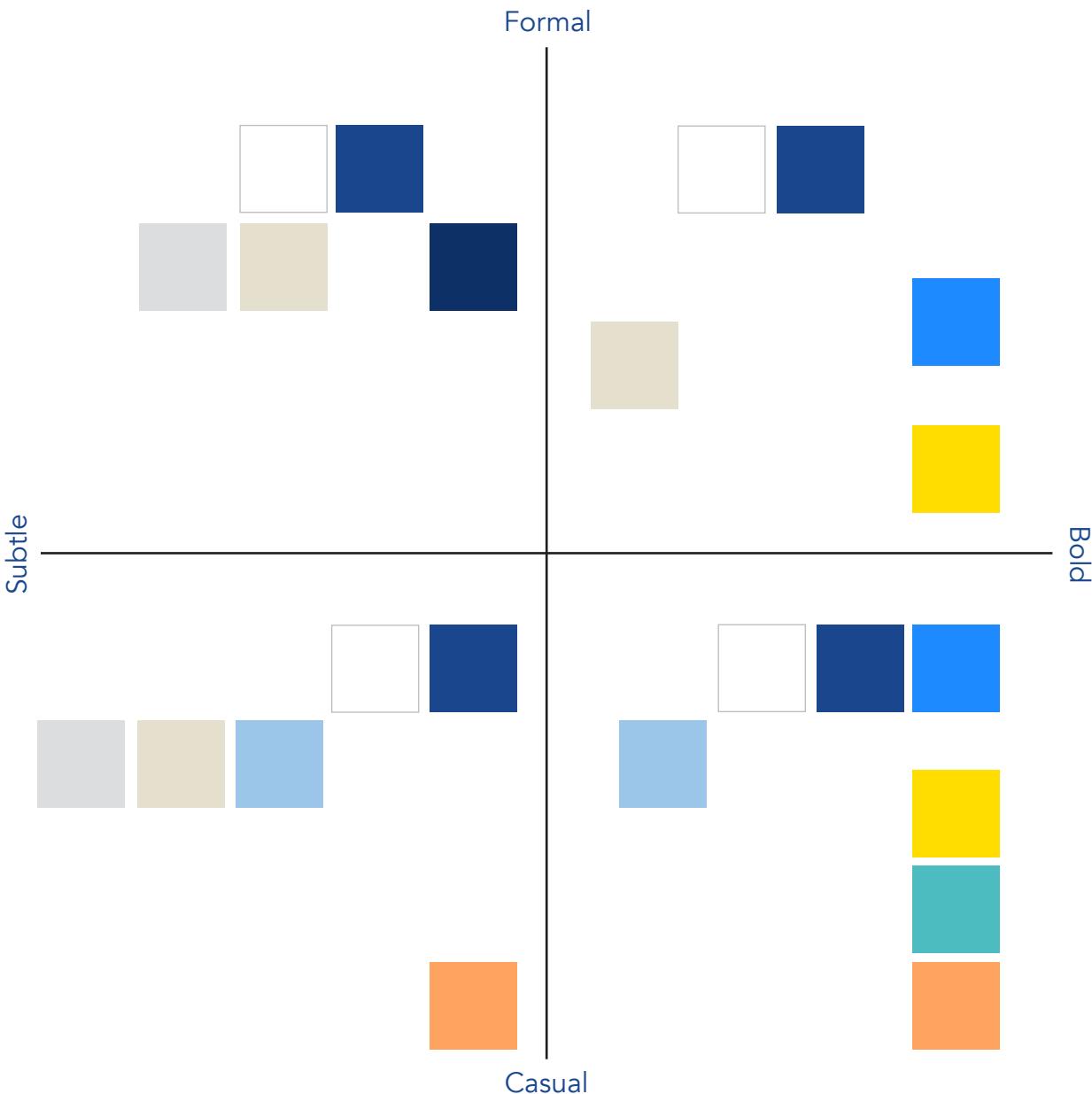
## RECOMMENDED TEXT COLORS

When choosing your text styles, use one of the colors below, or a combination. These colors will provide the best contrast on your white or light neutral background. Black text on a white background is always acceptable for body copy.



# USING OUR COLORS

This chart is a guide for the mood our brand colors can convey in our communications and promotional materials. Colors can range from bold to subtle, or from informal to formal.



# SAMPLE COLOR PALETTES

Use the sample palettes on this page as a guide grouping and distributing colors and gradients, depending on the tone and audience of each communication.

