University Communications completed the process of finalizing the CMYK (cyan, magenta, yellow, and black) color builds for the new brand colors. Navy, gold, and gray are the only colors updated with this new information. In this process, the CMYK numbers have been finalized for different print production equipment and different types of paper to ensure brand color consistency. Therefore, there are different CMYK color builds for offset and digital printing, as well as for coated and uncoated paper. Offset printing means conventional printing with a printing press that uses plates. Digital printing means a printing press that does not use plates, and is generally used for projects that require fewer quantities. These CMYK color builds provide our schools, colleges, and departments with better color consistency across vendors, printing equipment, and paper styles.

**PRIMARY UNIVERSITY COLORS**

- **BLUE**
  - PMS 2767
  - Offset CMYK Builds
    - CMYK Coated – 100/78/42/41
    - CMYK Uncoated – 87/72/42/22
  - Digital CMYK Builds
    - CMYK Coated – 100/78/42/41
    - CMYK Uncoated – 87/72/42/22
  - RGB – 15/12/68
  - HEX – #0f2044

- **GOLD**
  - PMS 1235 – Coated
  - Offset CMYK Builds
    - CMYK Coated – 0/29/96/0
    - CMYK Uncoated – 0/28/87/0
  - Digital CMYK Builds
    - CMYK Coated – 0/29/96/0
    - CMYK Uncoated – 0/28/87/0
  - RGB – 255/183/27
  - HEX – ff7b1b

- **GRAY**
  - PMS Cool Gray 6
  - Offset CMYK Builds
    - CMYK Coated – 36/25/24/2
    - CMYK Uncoated – 31/21/24/1
  - Digital CMYK Builds
    - CMYK Coated – 36/25/24/2
    - CMYK Uncoated – 31/21/24/1
  - RGB – 190/192/194
  - HEX – be0c2

**SUPPORTING UNIVERSITY COLORS**

- **PMS 7543**
  - CMYK Coated – 19/9/8/22
  - CMYK Uncoated – 29/13/13/2
  - RGB – 166/176/183
  - HEX – #a6b0b7

- **PMS Cool Gray 1**
  - CMYK Coated – 4/2/4/5
  - CMYK Uncoated – 4/3/6/7
  - RGB – 229/230/228
  - HEX – #e5e6e4

- **PMS 7536**
  - CMYK Coated – 15/13/30/32
  - CMYK Uncoated – 35/28/38/2
  - RGB – 165/156/135
  - HEX – a59c87

- **PMS 453**
  - CMYK Coated – 10/13/10/41
  - CMYK Uncoated – 10/12/14/31
  - RGB – 197/194/155
  - HEX – e5e6e4

- **PMS 345**
  - CMYK Coated – 43/0/37/0
  - CMYK Uncoated – 46/0/40/0
  - RGB – 146/209/179
  - HEX – #92d1b3

- **PMS 3258**
  - CMYK Coated – 63/0/30/0
  - CMYK Uncoated – 65/4/36/2
  - RGB – 79/194/191
  - HEX – #4f2bf

- **PMS 634**
  - CMYK Coated – 100/13/10/41
  - CMYK Uncoated – 100/12/14/31
  - RGB – 146/209/179
  - HEX – #a00c30

**COLOR COMBINATIONS FOR INSPIRATION**

- Blue and Gold
- Blue and Gray
- Gold and Gray
- Blue, Gold, and Gray