Official Utah Red

COLOR STANDARD FOR
THE UNIVERSITY OF UTAH

SOLID | CMYK

Utah Red Coated

Spot Formula #R8940

R 190 **G** 0 **B** 0
HTML BE0000

Utah Red Coated

C	M	Y	K
0	100	79	20

UTAH RED

This color chip is to be used in achieving a visual match in any medium of reproduction including inks, paints, dyes, or other pigments when Utah Red is specified. Utah Red ink for offset printing may be ordered through Graphic Ink Company. Specify R8940 (for coated paper) or R8939 (for uncoated paper).

SEPTEMBER 2023
Replace your color chip every 12-18 months

BRAND.UTAH.EDU

Prominent use of Utah Red reinforces the University brand. Utah Red is deeply ingrained in the culture of the university and has served as a key institutional identifier since the late 1800s. It is the most appropriate core color for projects originating from the university.
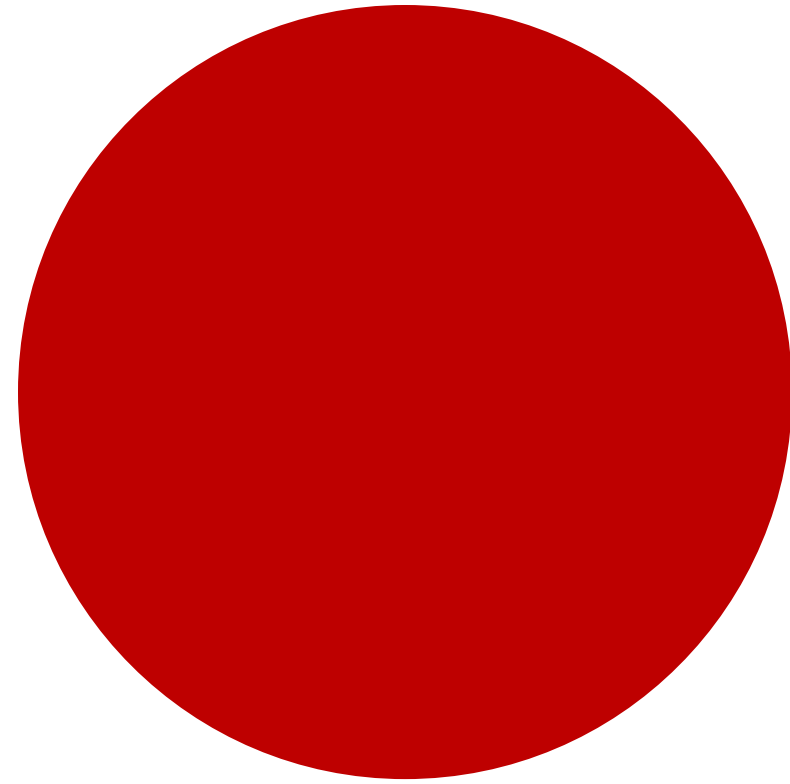
Designers and printers should refer to a "Utah Red Color Sample" for ink formulation and color matching on press. The color chip is to be used in achieving a visual match in any medium of reproduction including inks, paints, dyes, or other pigments when Utah Red is specified.

Copies of the "Utah Red Color Sample" are available from University Marketing and Communications, and from University Print and Mail Services.

Note: Colors shown on this page may appear to vary when viewed on different computer systems, and color printouts from this page will not be accurate.

Utah Red
Printing: Spot Ink Specifications

Utah Red Coated
Formula R8940

Utah Red Uncoated
Formula R8939

Official Utah Red can be specified for use as a spot color Ask your designer and printer to match the official Utah Red Color Sample, or specify Graphic Ink Co.'s Utah Red ink formula, R8940 (for coated paper) or R8939 (for uncoated paper).
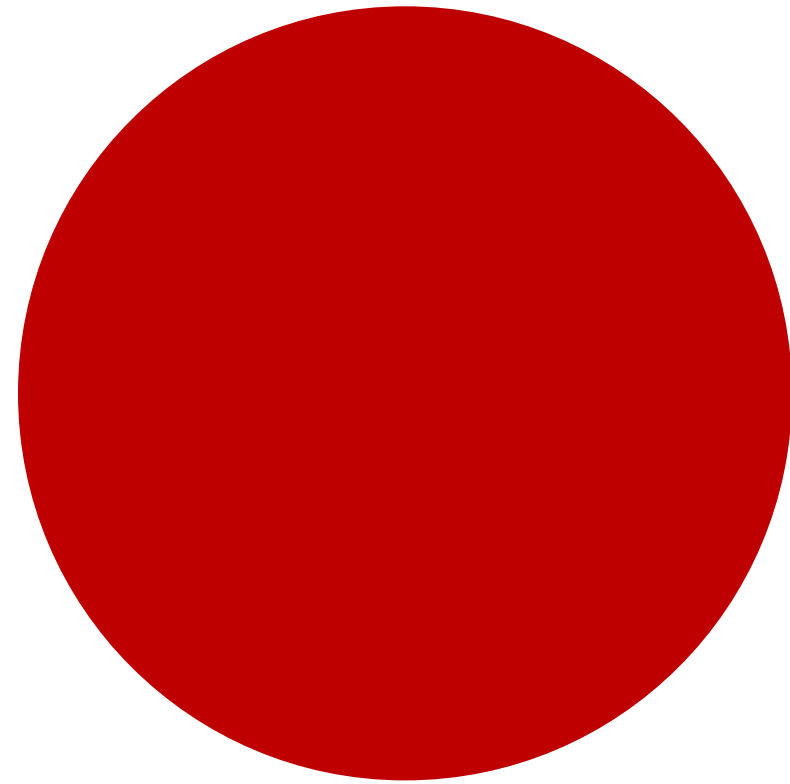
Designers and printers should refer to the "Utah Red Color Sample" for ink formulation and color matching on press. Copies are available from University Marketing and Communications or University Print and Mail.

If the specified Graphic Ink Co.'s formula cannot be obtained for conventional printing, use PMS 187C for printing on coated paper and for all inset and silkscreen projects. For conventional printing on uncoated paper, use PMS 186U. Consult with vendor to determine the choice of ink for coated or uncoated use before providing a digital file.

Note: Color swatches on this page may appear to vary when viewed on different computer systems, and color printouts from this page will not be accurate.

Utah Red
Printing: Process Ink Specifications

Utah Red
CMYK 0, 100, 79, 20

Official Utah Red can be specified for use as a process color. Ask your designer and printer to match the official swatch book color, O Cyan, 100 Magenta, 79 Yellow, 20 Black.

Designers and printers should refer to the "Utah Red Chip" for ink formulation and color matching on press. Copies are available from University Marketing and Communications or University Print and Mail.

Because of differences in paper, ink, and equipment, these process build percentages are provided as general guidelines only. Ask your designer and printer to match the official swatch book color.

Note: Color swatches on this page may appear to vary when viewed on different computer systems, and color printouts from this page will not be accurate.
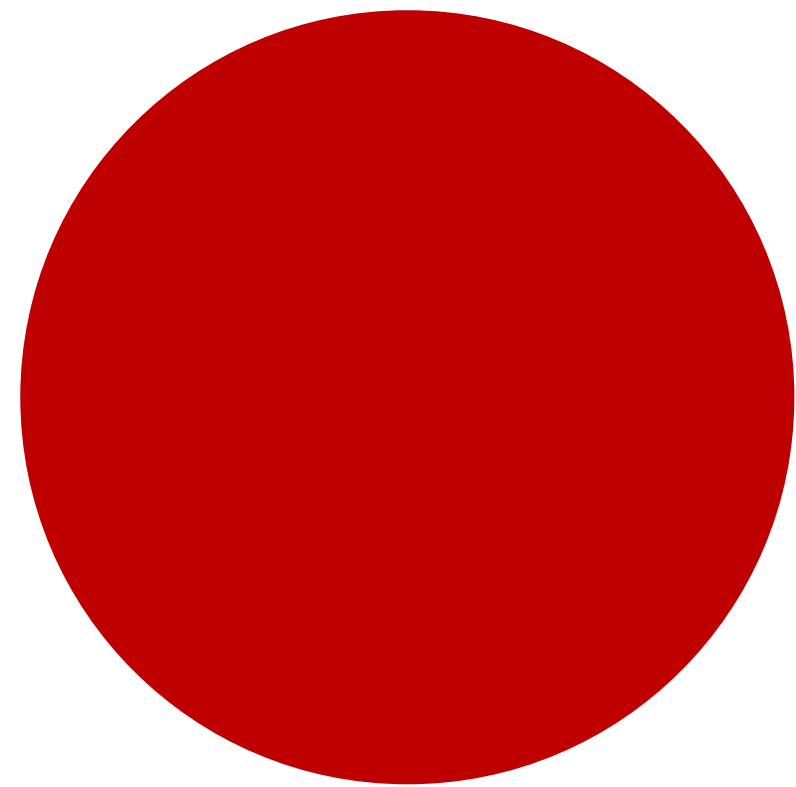
Utah Red
Digital Specifications
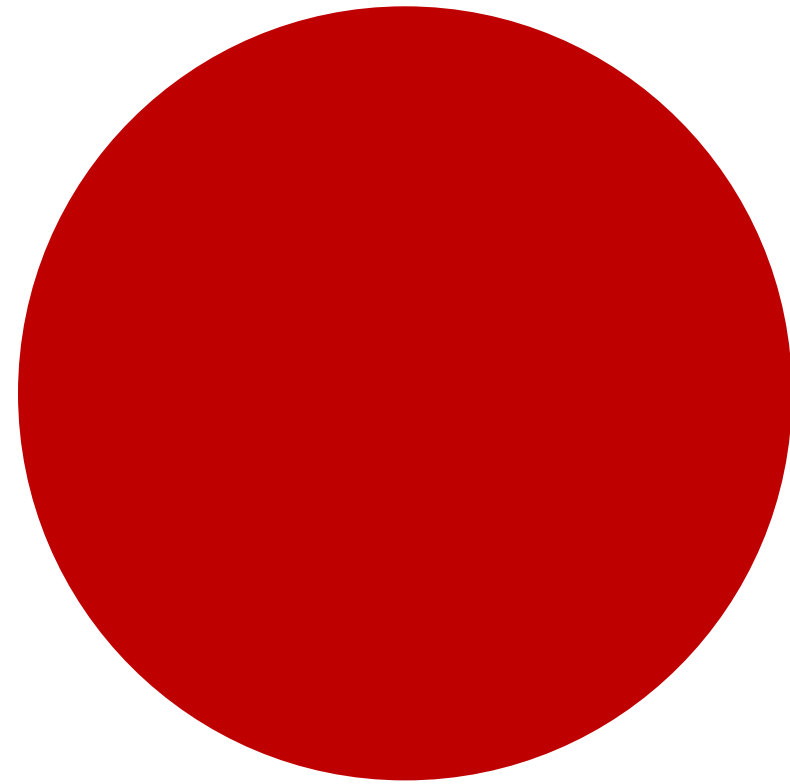
Utah Red
RGB: 190-0-0
HEX: #BE0000

Official Utah Red can be specified for use on digital screens in RGB values or as a hexadecimal color code.

Do not use the CMYK or SPOT formulas for projects where the final product will be viewed on a digital screen.
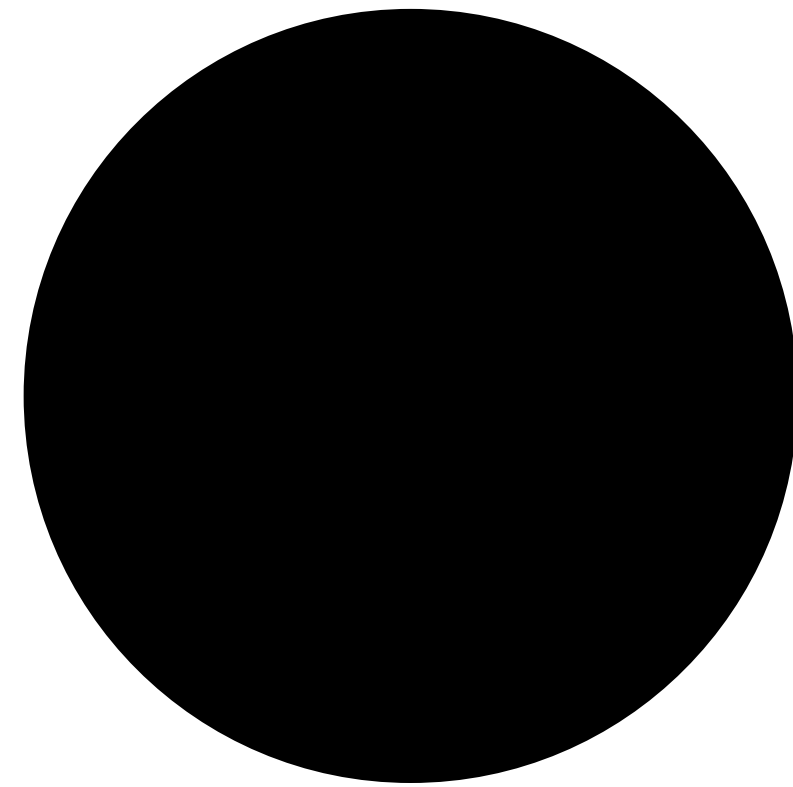
University Core Colors

Utah Red

SPOT	*SEE NOTE RIGHT*
CMYK	0C/100M/79Y/20K
RGB	190-0-0
HEX	#BE0000

Black

SPOT	BLACK
CMYK	0C/0M/0Y/100K
RGB	0-0-0
HEX	#000000
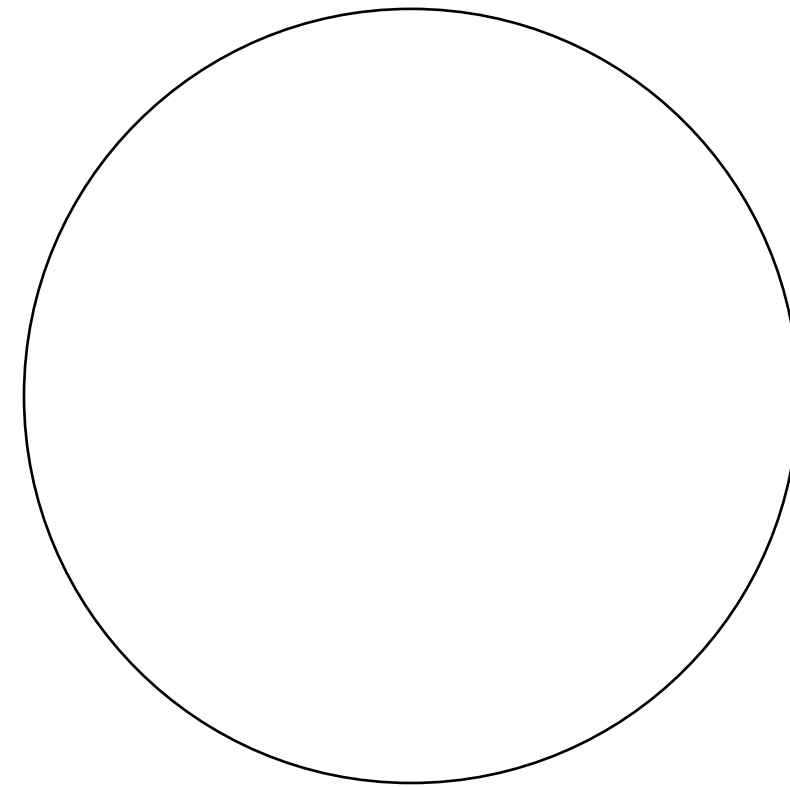
White

SPOT	PAPER
CMYK	0C/0M/0Y/0K
RGB	255-255-255
HEX	#FFFFFF

University Core Colors are Utah Red, black, and white. These are the only colors that should be used for all University logos and marks. Core colors are standard for the majority of communications.

Digital Use
Color for digital applications should be rendered in RGB color values using either the HEX code or RGB color values. Do not use the CMYK or SPOT formulas for projects where the final product will be viewed on a digital screen.

Printed Use
University Core Colors can be specified for use as a spot color or as a process color by following the specifications outlined above.

Note: Colors shown on this page may appear to vary when viewed on different computer systems, and color printouts from this page will not be accurate.

Accent Colors

Accent colors, when used, should be complementary and subordinate to Utah Red and black. It is strongly recommended that designers avoid using blue or purple as stand-alone colors to avoid creating confusion with other regional universities' school colors.

Accent colors may be used minimally where appropriate. They are not to usurp the core colors, but are used to:

Enhance charts, graphs, and info graphics
Add variety to unique needs (t-shirts and seasonal events)
Augment publications and consumer content

The colors shown throughout this branding guide have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® Publications for accurate color. PANTONE® is the property of Pantone, Inc.
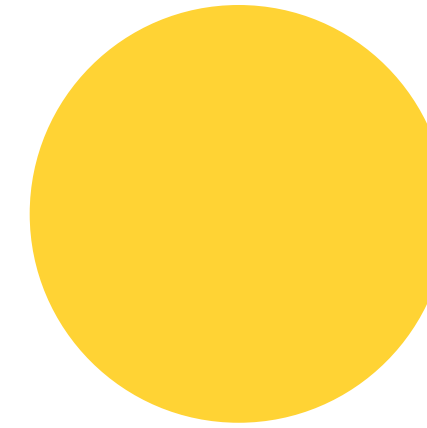
Desert Marigold
SPOT PMS 123 CP
CMYK 0C/16M/89Y/0K
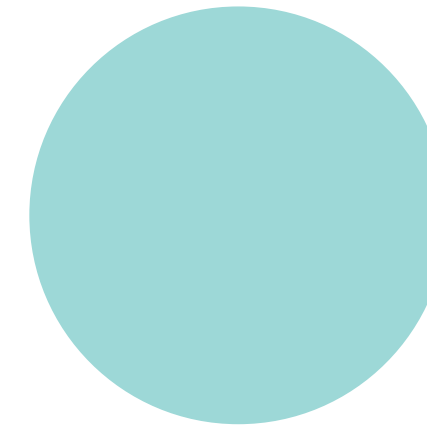RGB 239-192-65
HEX #EFC041
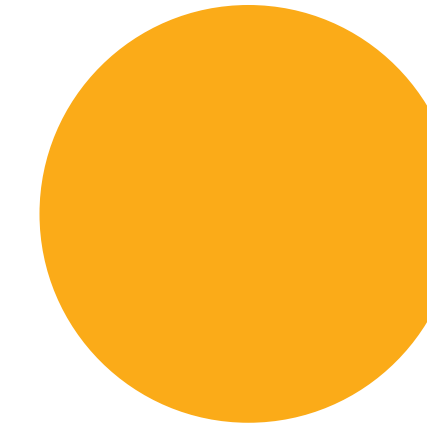
Wasatch Sunrise
SPOT PMS 1235 CP
CMYK 0C/32M/94Y/0K
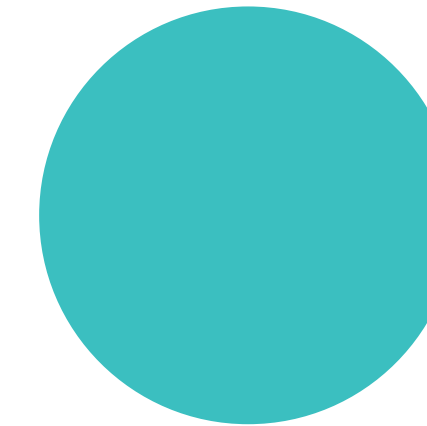RGB 255-184-29
HEX #FFB81D
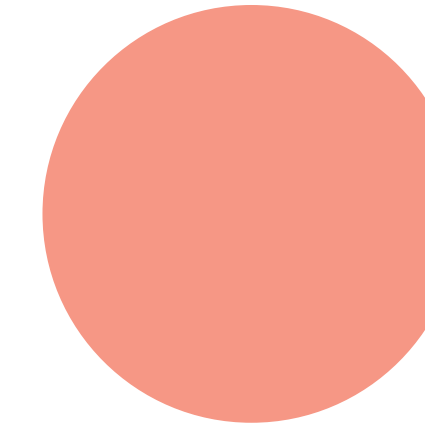
Coral Pink Sand Dunes
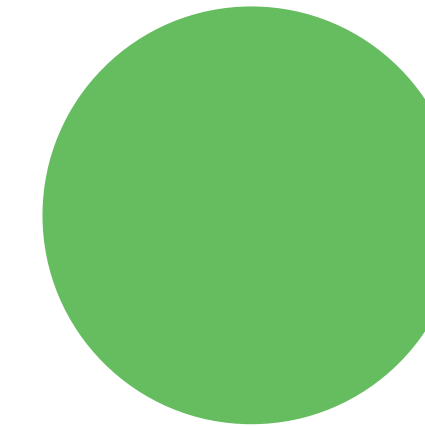SPOT PMS 486 CP
CMYK 0/50/42/0
RGB 228-147-123
HEX #E4937B
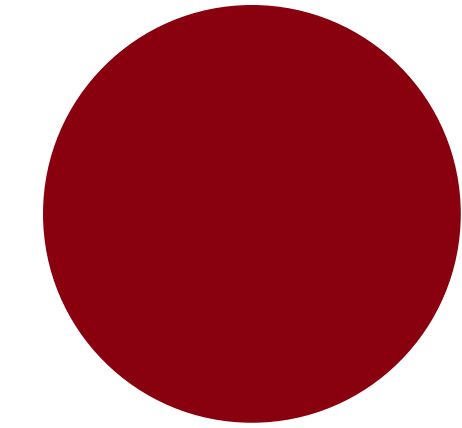
Red Rocks
SPOT PMS 202 CP
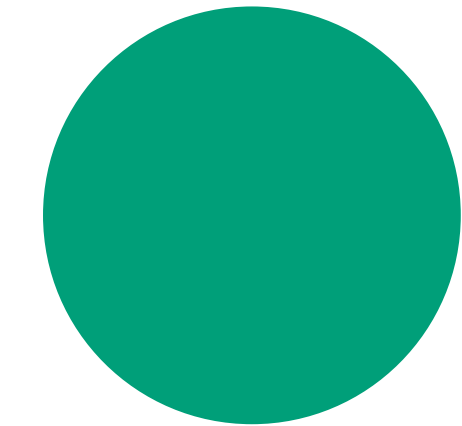CMYK 0C/100M/89Y/50K
RGB 130-0-0
HEX #890000

Moab Sky
SPOT PMS 7471 CP
CMYK 37/0/17/0
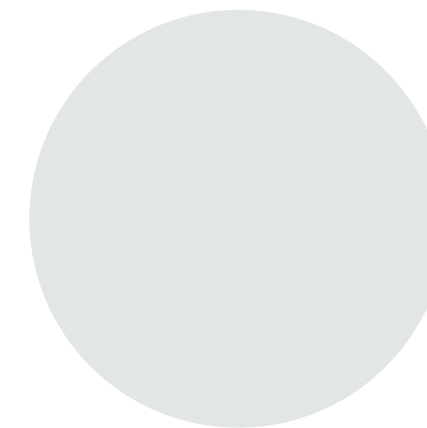RGB 157, 216, 215
HEX #9DD8D7

Great Salt Lake
SPOT PMS 325 CP
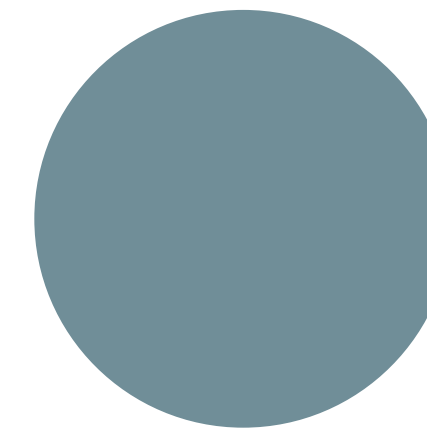CMYK 67C/0M/29Y/0K
RGB 58-191-192
HEX #3ABFC0

Mountain Green
SPOT PMS 360 CP
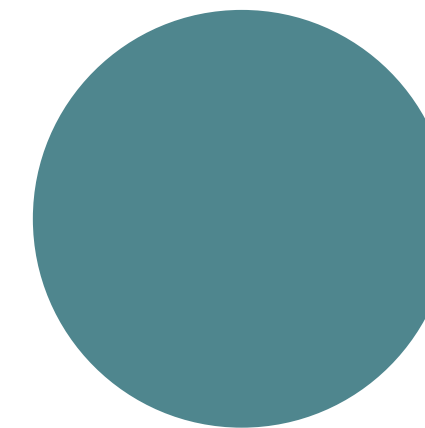CMYK 63/0/84/0
RGB 108-194-74
HEX #6CC24A

Bristlecone Pine
SPOT PMS 7724 CP
CMYK 81/3/64/10
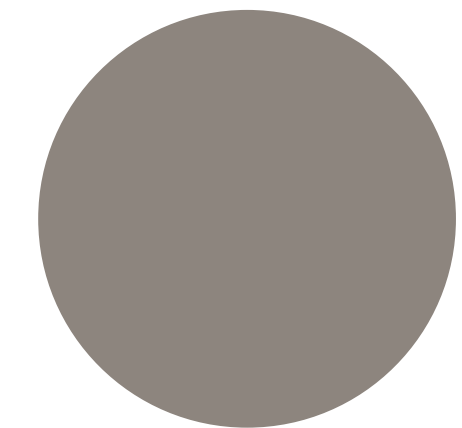RGB 20-155-116
HEX #149B74

Salt Flat Grey
SPOT PMS 7541 CP
CMYK 10C/5M/7Y/0K
RGB 226-230-230
HEX #E2E6E6

Granite Peak
SPOT PMS 7544 CP
CMYK 52C/26M/26Y/16K
RGB 117-142-153
HEX #708E99

Lake Powell
SPOT PMS 5483 CP
CMYK 65C/11M/25Y/27K
RGB 79-134-142
HEX #4F868E

Zion Cinder Cone
SPOT PMS 403 CP
CMYK 46C/42M/46Y/6K
RGB 141-133-126
HEX #8D857E

Shades of Gray

Black is a University of Utah core color but shades of gray are also useful in varying contexts. Black tints add depth and nuance to the U of U brand.

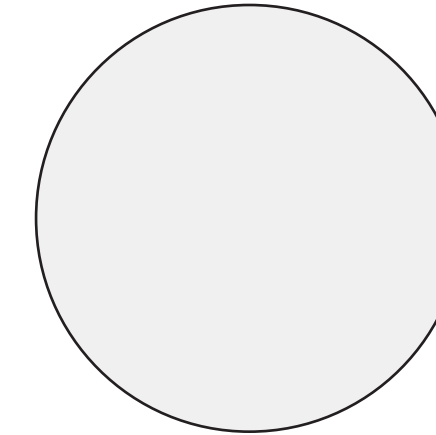90% black may be used for graphics and typography—including headlines and body copy.

50% black may be used in wordmarks
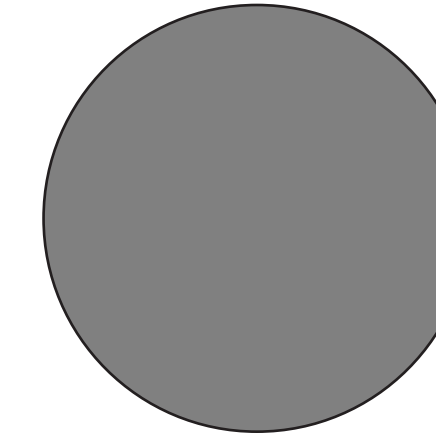
6% black may be used in watermarks

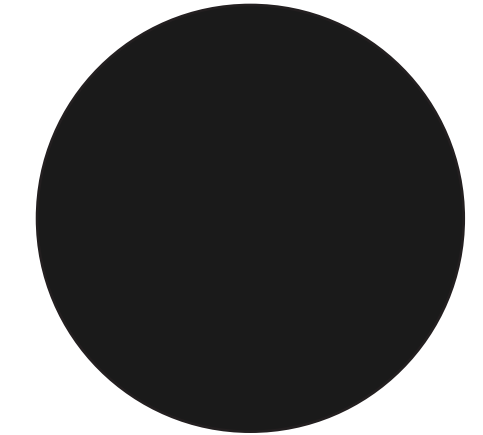Digital Gray may be used as a background color on websites
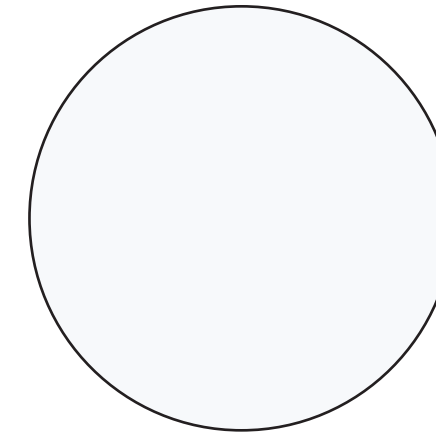
Digital Gray
RGB   221-229-237
HEX   #F7F9FB

6% Black
CMYK   0C/0M/0Y/6K
RGB   240-240-240
HEX   #F0F0F0

50% Black
CMYK   0C/0M/0Y/50K
RGB   128-128-128
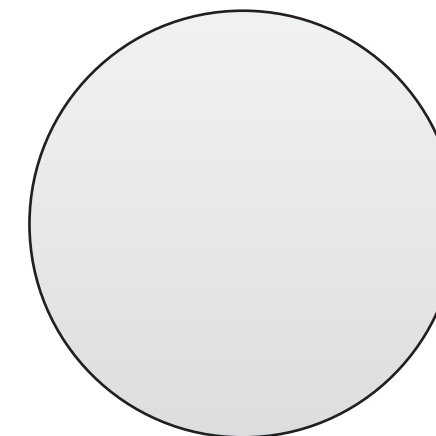HEX   #808080

90% Black
CMYK   0C/0M/0Y/90K
RGB   26-26-26
HEX   #1A1A1A

Gradient

Use a light gray gradient when a little extra tone is needed. It can be used as a background color instead of white or to help segment different areas of a layout.

Gradient composition: 15% black fading to 5% black or solid white.

Gradient
15% BLACK FADING TO
5% BLACK OR SOLID WHITE

Color Proportions