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

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.
Official Utah Red can be specified for use as a process color. Ask your designer and printer to match the official swatch book color, 0 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

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.

Utah Red
RGB: 190-0-0
HEX: #BE0000
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.
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

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.
Color Proportions