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.
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

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

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

Accent Colors should not be used in conjunction with the university logos and should never be used to represent the brand.

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.

Zion Cinder Cone
SPOT: PMS 403 CP
CMYK: 46C/42M/48Y/6K
RGB: 141-133-126
HEX: #8D857E

Wasatch Sunrise
SPOT: PMS 1235 CP
CMYK: 0C/32M/94Y/0K
RGB: 255-184-29
HEX: #FFB81D

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

Red Rocks
SPOT: PMS 202 CP
CMYK: 0C/100M/89Y/50K
RGB: 130-0-0
HEX: #890000

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

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

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

Accent colors should not be used on any major design or branding elements and may not exceed 10% of the overall composition.

This includes both print and digital applications.