

# UTAH VALLEY UNIVERSITY *Official Color Palette*

## PRIMARY COLOR PALETTE

The primary color palette for the University is shown below.



PANTONE 7483  
84c 38m 88y 34k  
RGB: 36 93 56  
#275D38



PANTONE Black C  
100k  
RGB 0 0 0  
#000000



White  
RGB 255 255 255  
#FFFFFF



PANTONE 8001  
(metallic silver)  
RGB: 142 140 137  
#8E8C89

## SECONDARY GREENS

We have also approved a range of green colors to support the primary green. We recommend that you use these in a more limited usage, and still attempt to support the image of the University as a strong, rich, dark green entity.



PANTONE 348  
#00843D



PANTONE 7738  
#4BA23F



PANTONE 368  
#78BE20

## PLEASE NOTE

Official University logos are only approved to be printed in Pantone 7483, Black and reversed to white.



## ADDITIONAL COLORS

The official University Style Guide has an additional *Complementary Color Palette*. It includes a palette of colors that will effectively complement the primary greens, and allow more variety of colors to be applied.

