

UTAH VALLEY UNIVERSITY *Official Color Palette*

PRIMARY COLOR PALETTE

The primary color palette for the University is shown below.



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



PANTONE Black C
CMYK: 100k
RGB: 35 31 32
Hex#: 000000



White
RGB: 255 255 255
Hex#: FFFFFFFF



PANTONE 8001
(metallic silver)
CMYK: 35k
RGB: 142 140 137
Hex#: A7A8AA

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
CMYK: 87c 24m 96y 11k
RGB: 14 131 69
Hex#: 00843D



PANTONE 7738
CMYK: 75c 13m 100y 1k
RGB: 70 161 71
Hex#: 4BA23F



PANTONE 368
CMYK: 59c 2m 100y 0k
RGB: 118 188 67
Hex#: 78BE1F

PLEASE NOTE

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

