



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

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## Color specifications

Color is an important part of our visual system. Specific signature colors are combined to create a unique signature for each University of Colorado campus.

To maintain consistency in our visual identity system, it is essential to reproduce our colors accurately. Always follow the CMYK, RGB and web/hex values shown on this page.

Other colors can be used in CU communications as accents in support of the primary color palette. However, all communications should feature the colors specified on this page to ensure consistency and promote the CU visual identity.

**Additional details are available in the [brand identity standards for each campus](#)<sup>[1]</sup>.**



### CU Gold

C0 M10 Y48 K22  
(or PANTONE® 4525 C)  
R207 G184 B124  
#CFB87C



### Black

C0 M0 Y0 K100  
R0 G0 B0  
#000000



### CU Dark Gray

C38 M28 Y21 K63  
(or PANTONE 425 C)  
R86 G90 B92  
#565A5C



**CU Light Gray**

C16 M11 Y11 K29(or

PANTONE 422 C)

R162 G164 B163

#A2A4A3

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**Source URL:** <http://www.cu.edu/brand-and-identity-guidelines/color-specifications>

**Links:**

[1] <http://www.cu.edu/brand-and-identity-guidelines/campus-branding-sites>