



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.

Additional details are available in the brand identity standards for each campus^[1].



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



CU Blue

C70 M33 Y0 K0
(or PANTONE 279 C)
R75 G146 B219
#4B92DB

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>