


Official Utah Red

COLOR STANDARD FOR
THE UNIVERSITY OF UTAH

SOLID CMYK



Utah Red Coated
Spot Formula #R8940
R 190 G 0 B 0
HTML BE0000

Utah Red Coated
0 100 79 20

UTAH RED

This 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. Utah Red ink for offset printing may be ordered through Graphic Ink Company. Specify R8940 (for coated paper) or R8939 (for uncoated paper).

SEPTEMBER 2023
Replace your color chip every 12-18 months

BRAND.UTAH.EDU

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.

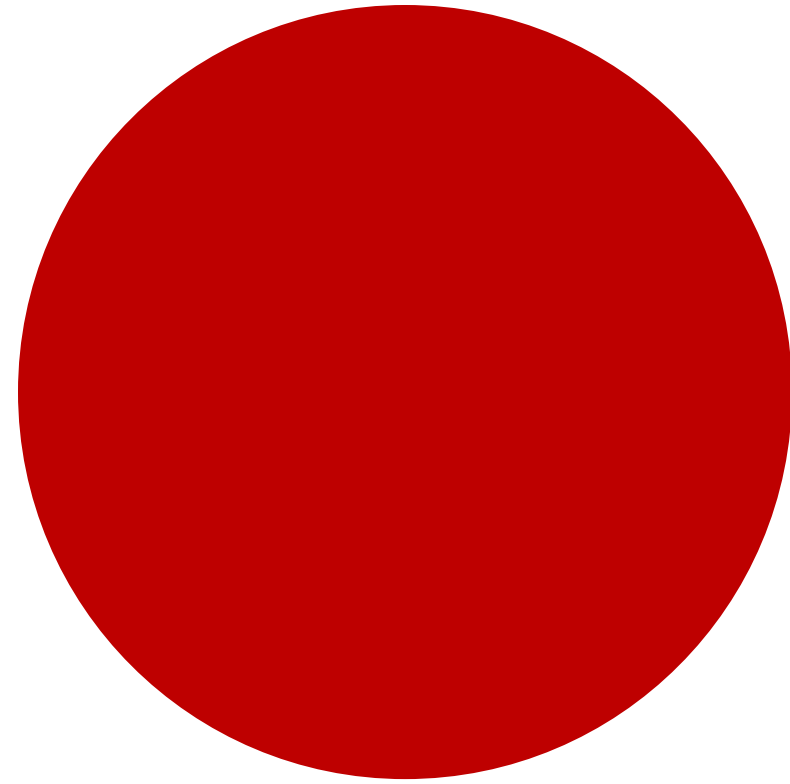
Designers and printers should refer to a “Utah Red Color Sample” for ink formulation and color matching on press. The color chip is to be used in achieving a visual match in any medium of reproduction including inks, paints, dyes, or other pigments when Utah Red is specified.

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.

Utah Red

Printing: Spot Ink Specifications



**Utah Red Coated
Formula R8940**

**Utah Red Uncoated
Formula R8939**

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).

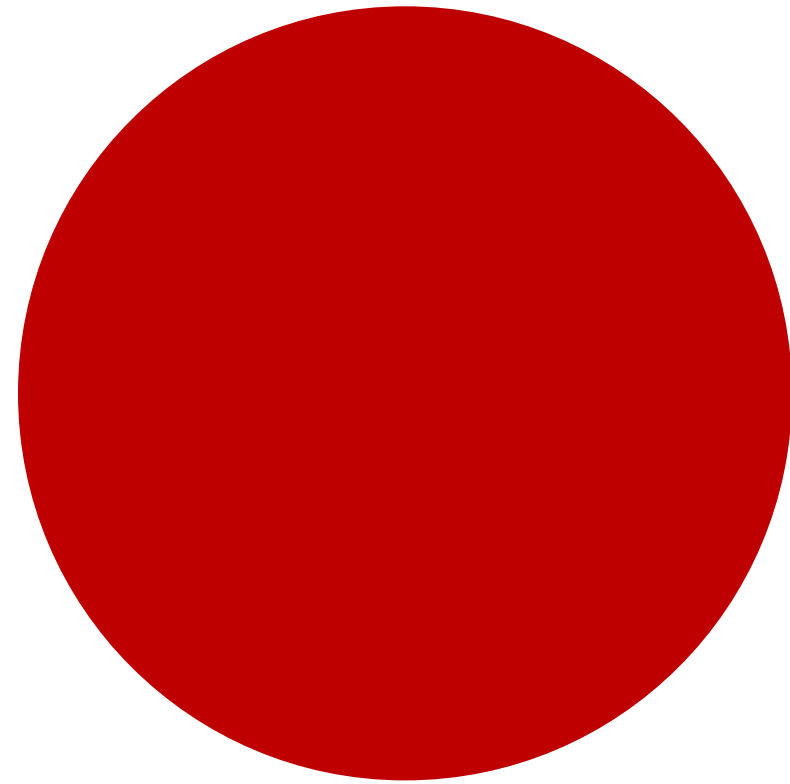
Designers and printers should refer to the “Utah Red Color Sample” for ink formulation and color matching on press. Copies are available from University Marketing and Communications or University Print and Mail.

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



Utah Red
CMYK 0, 100, 79, 20

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.

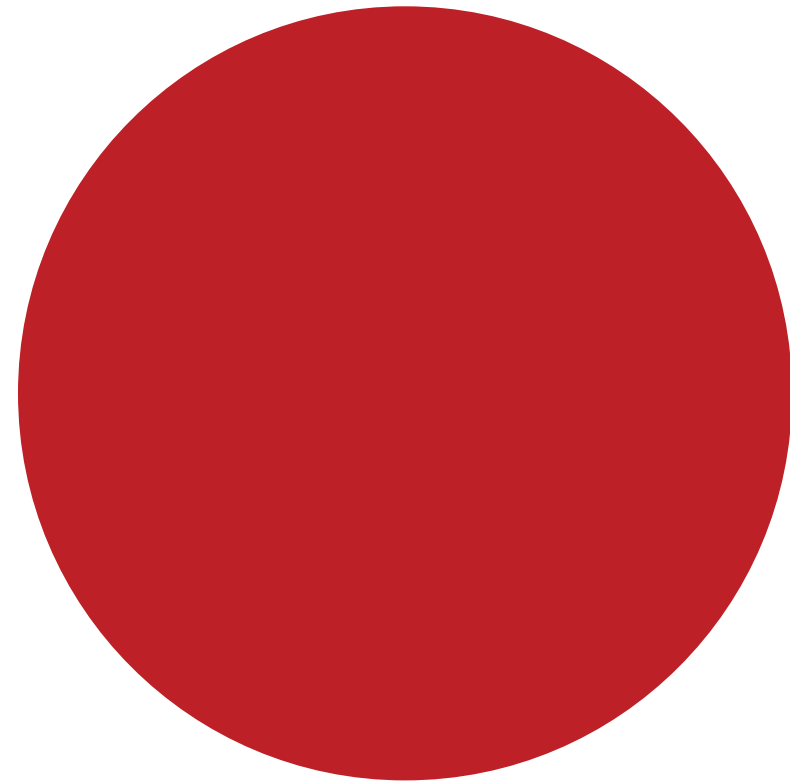
Designers and printers should refer to the “Utah Red Chip” for ink formulation and color matching on press. Copies are available from University Marketing and Communications or University Print and Mail.

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

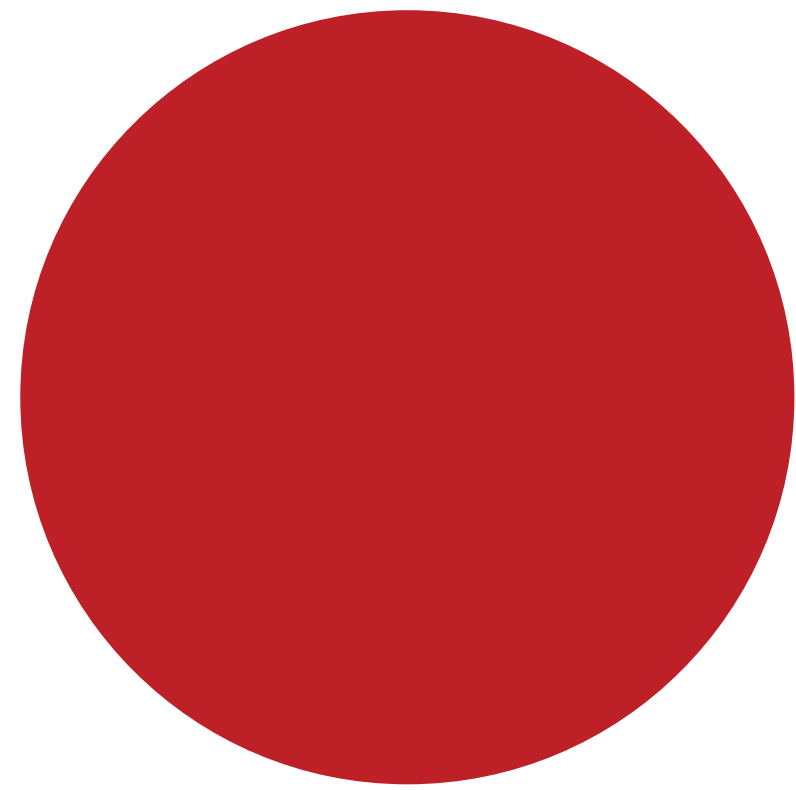


Utah Red
RGB: 190-0-0
HEX: #BE0000

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.

University Core Colors



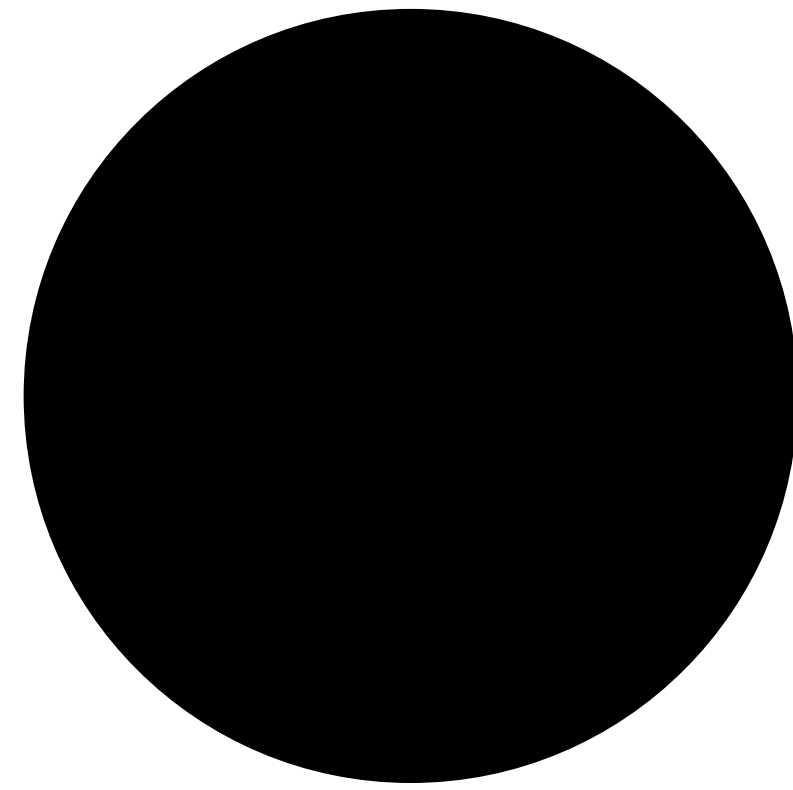
Utah Red

SPOT *SEE NOTE RIGHT*

CMYK 0C/100M/79Y/20K

RGB 190-0-0

HEX #BE0000



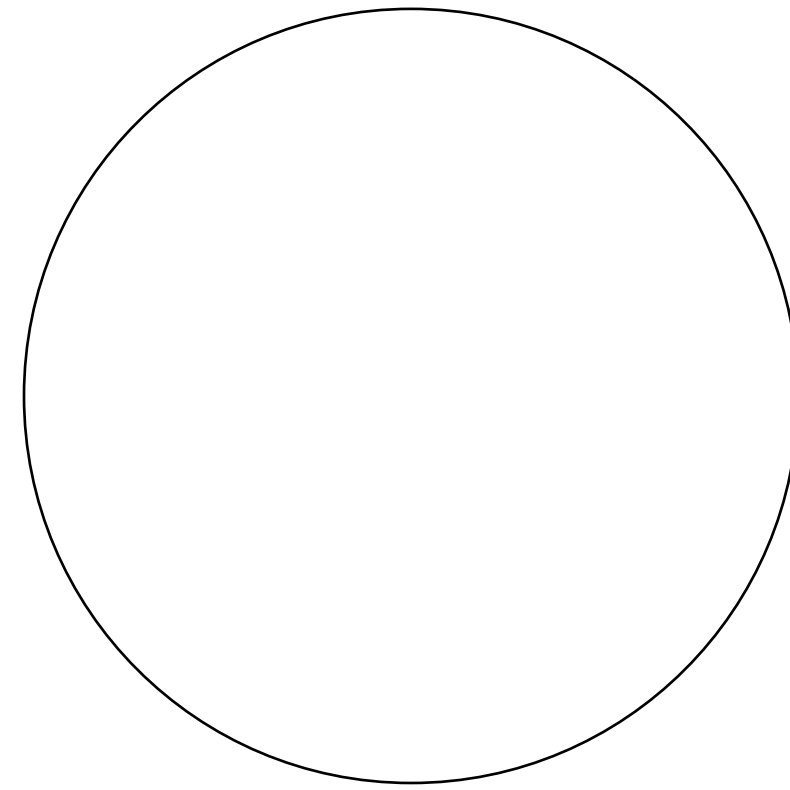
Black

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.

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Accent Colors

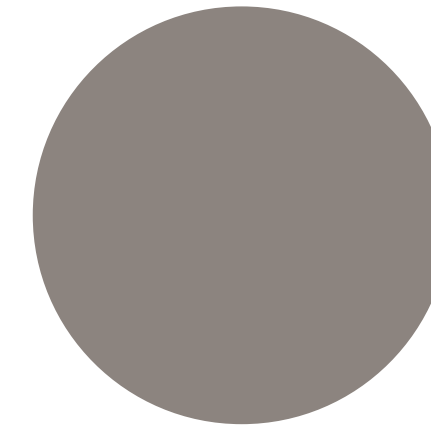
Accent colors, when used, should be complementary and subordinate to Utah Red and black. It is strongly recommended that designers avoid using blue or purple as stand-alone colors to avoid creating confusion with other regional universities' school colors.

Accent colors may be used minimally where appropriate. They are not to usurp the core colors, but are used to:

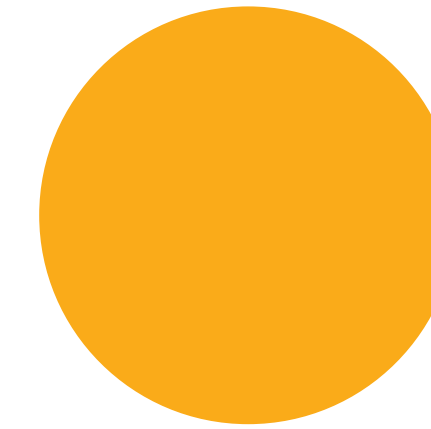
Enhance charts, graphs, and info graphics Add variety to unique needs (t-shirts and seasonal events). Augment publications and consumer content.

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

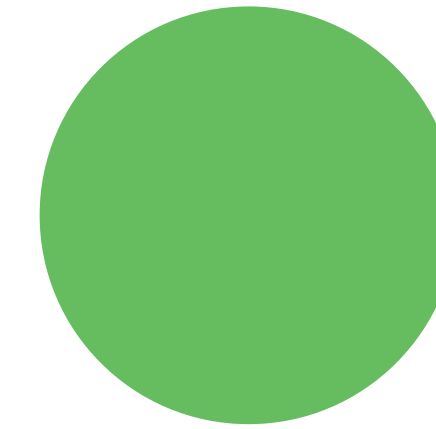
The colors shown throughout this branding guide have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® Publications for accurate color. PANTONE® is the property of Pantone, Inc.



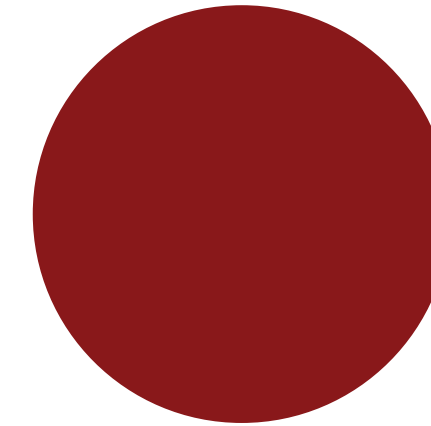
Zion Cinder Cone
SPOT PMS 403 CP
CMYK 46C/42M/46Y/6K
RGB 141-133-126
HEX #8D857E



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



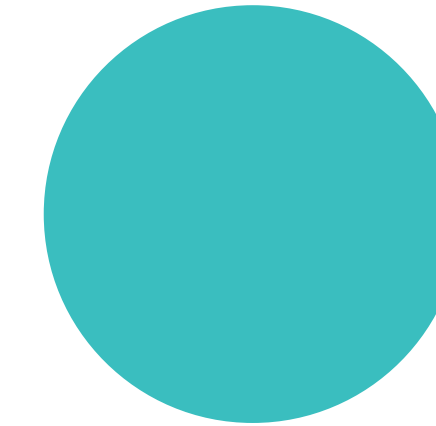
Mountain Green
SPOT PMS 360 CP
CMYK 63/0/84/0
RGB 108-194-74
HEX #6CC24A



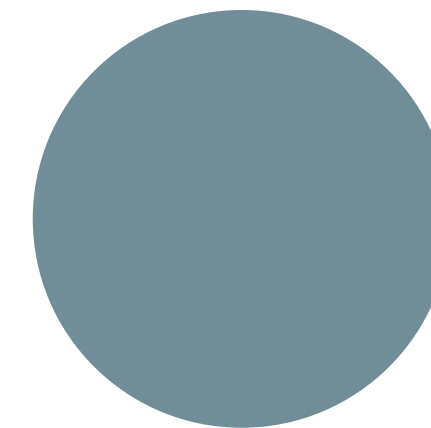
Red Rocks
SPOT PMS 202 CP
CMYK 0C/100M/89Y/50K
RGB 130-0-0
HEX #890000



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.

