Color Palette

Formal colors for the general University items and the Athletics Department.

**Standard University Color Palette**

- **UNO Blue PMS 540**
  - C100, M55, Y0, K55
  - R0, G55, B103
  - WEB #003366

- **100% Black**

- **UNO Silver PMS Cool Gray 10**
  - C0, M0, Y0, K60
  - R128, G128, B128
  - WEB #666666

- **80% PMS 540**

- **60% PMS 540**

- **40% PMS 540**

**Privateer Athletics Color Palette**

- **PMS 429**
  - C38, M28, Y27, K0
  - R163, G169, B173
  - WEB #A3A9AD

- **PMS 2935**
  - C100, M68, Y4, K0
  - R0, G93, B166
  - WEB #005DA6

- **UNO Blue PMS 540**

*The UNO logo should only appear in black, white, PMS 540 or Cool Gray 10. No shades, tints or extended colors.*
The extended color palette is intended to enhance UNO materials in a creative way.

Extended Color Palette

**Cooler Colors**
- Calm, peaceful
- Often more professional
- **PMS 5126**
  - C42, M81, Y11, K49
  - R105, G60, B94
  - *WEB #642884
- **PMS 287**
  - C100, M75, Y2, K18
  - R0, G48, B135
  - *WEB #004499
- **PMS 306**
  - C80, M3, Y5, K0
  - R0, G179, B226
  - *WEB #74C6DA
- **PMS 382**
  - C29, M0, Y100, K0
  - R196, G214, B0
  - *WEB #66AA33
- **PMS 7548**
  - C0, M23, Y100, K0
  - R255, G198, B11
  - *WEB #F9D343
- **PMS 158**
  - C0, M62, Y95, K0
  - R232, G119, B34
  - *WEB #E99065
- **PMS 709**
  - C0, M69, Y29, K0
  - R239, G96, B121
  - WEB #EF6079

**Warmer Colors**
- Active, vibrant
- Promote excitement
- **PMS 501**
  - C46, M57, Y0, K0
  - R146, G121, B183
  - WEB #9289B7
- **PMS 300**
  - C100, M62, Y7, K0
  - R0, G100, B168
  - *WEB #0059B2
- **PMS 561**
  - C84, M20, Y58, K54
  - R0, G89, B76
  - *WEB #00594c
- **PMS 575**
  - C55, M9, Y95, K45
  - R103, G130, B58
  - WEB #6782BA
- **PMS 136**
  - C0, M28, Y87, K0
  - R255, G191, B63
  - WEB #FFBF3F

**Bolder Colors**
- Draw more attention to a cause/call to action
- **PMS 5415**
  - C56, M24, Y11, K34
  - R91, G127, B149
  - WEB #5B7F95
- **PMS 291**
  - C38, M4, Y0, K0
  - R155, G203, B235
  - *WEB #B8E4FB
- **PMS 5493**
  - C47, M4, Y16, K16
  - R127, G169, B174
  - WEB #7FA9AE
- **PMS 451**
  - C21, M15, Y54, K31
  - R155, G140, B95
  - WEB #9B945F

**Neutral Colors**
- Help enhance bold colors
- Simple, not distracting
- **PMS 50**
  - C46, M57, Y0, K0
  - R146, G121, B183
  - WEB #9289B7
- **PMS 300**
  - C100, M62, Y7, K0
  - R0, G100, B168
  - *WEB #0059B2
- **PMS 5415**
  - C56, M24, Y11, K34
  - R91, G127, B149
  - WEB #5B7F95
- **PMS 291**
  - C38, M4, Y0, K0
  - R155, G203, B235
  - *WEB #B8E4FB
- **PMS 5493**
  - C47, M4, Y16, K16
  - R127, G169, B174
  - WEB #7FA9AE
- **PMS 451**
  - C21, M15, Y54, K31
  - R155, G140, B95
  - WEB #9B945F

**White**
- C0, M0, Y0, K0
- R255, G255, B255
- WEB #FFFFFF

*in use on the UNO website
Variations of the University logo are available for official UNO use. For use with outside sources, please submit a request to creative@uno.edu.

Logos and Seal

Official Primary University Logos

vertical

compact

THE UNIVERSITY of NEW ORLEANS

vertical

compact

THE UNIVERSITY of NEW ORLEANS
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Logos and Seal

Official University Wordmarks

compact

horizontal
Logos and Seal

The seal should only be used on business contracts and academic degrees, transcripts and certificates. Or at the discretion of the president.
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Logos and Seal

Variations of the University logo are available for official UNO use. For use with outside sources, please submit a request to creative@uno.edu.

Elements of the Logo are not to be removed/recreated.

The University of New Orleans

Do not rotate, squeeze, squish or distort the logo.
Logos and Seal

Do not use outdated logo.

Updated logos are always available online at creative.uno.edu
**Typography**

Licenses to use typefaces can be purchased online.

**MINION PRO**
- Bold
- Bold Italics

**BRANDON GROSTESQUE BLACK**
- Bold
- Bold Italics

**UNIVERS 75 BLACK**
- 65 Bold
- 55 Roman

**UNIVERS 65 BOLD**
- 67 Bold Condensed
- 57 Condensed

**Web fonts**
- Times New Roman
- Regular
- Bold
- Arial
- Regular

*A well designed piece should have no more than three fonts! One for the heading, subheading/accent and body.

**BROTHERS BOLD** is the current typeface for Privateer Athletics.