

Color Palette

PRIMARY COLOR PALETTE



Black
CMYK 0/0/0/100



Yellow
Pantone 122 (coated)
CMYK 0/17/80/0
RGB 252/214/71

Pantone 108 (uncoated)
CMYK 0/6/95/0
RGB 247/219/23

Two swatches are provided for the yellow ink. Printing on coated stock vs. uncoated stock yields significantly different results.

COMPLEMENTARY COLOR PALETTE



Light Blue
Pantone 290 (coated)
CMYK 25/2/0/0
RGB 199/217/230



Medium Blue
Pantone 2925 (coated)
CMYK 85/24/0/0
RGB 10/148/214



Dark Blue
Pantone 2955 (coated)
CMYK 100/45/0/37
RGB 0/61/110



Light Tan
Pantone 139 (coated)
CMYK 0/37/100/23
RGB 171/115/5



Dark Tan
Pantone 1545 (coated)
CMYK 0/53/100/72
RGB 79/38/8



Red
Pantone 1797 (coated)
CMYK 0/100/99/4
RGB 204/41/43



Green
Pantone 362 (coated)
CMYK 70/0/100/9
RGB 41/153/38

The University of Wisconsin-Superior colors are based on the Pantone® color matching system.

All uncoated inks should be mixed to match coated color inks.