COLOR

Color is one of the most powerful and recognizable ways we express our brand identity. Rooted in nature and drawn from our environment, our colors help tell the story of who we are. When used correctly, they can enhance our voice, reflect our tone, and help our audience make instant connections.

COLOR

PRIMARY BRAND COLORS

The University of Oregon institutional colors are green and yellow.

These colors should always figure dominantly in your design work.

NOTE

When using color builds, always use the color values listed here. They've been adjusted for the best reproduction in print and on screen and do not match Pantone® Color Bridge breakdowns.

To help serve people with impaired vision, some of our web color values have been altered slightly from the print color values. Always use the hex color values listed here to ensure they meet accessibility standards

UO GREEN

PANTONE **356** | CMYK **96-26-100-15** | HEX **#007030**

UO YELLOW

PANTONE **107** | CMYK **0-6-99-0** | HEX **#FEE11A**

COLOR

SECONDARY BRAND COLORS

We developed our secondary color palette to complement our primary colors, drawing hues from our natural environment.

Use these colors sparingly, occasionally, and always in a supporting role to our green and yellow. Never make any of these shades the predominant color for a school, center, institute, or department.

When bringing in secondary colors, take extra care not to create designs that don't reflect the University of Oregon brand—or worse, that appear to represent another institution.

NOTE

When using color builds, always use the color values listed here. They've been adjusted for the best reproduction in print and on screen and do not match Pantone® Color Bridge breakdowns.

LEGACY GREEN
PANTONE **3435** | CMYK **87-45-78-49** | HEX **#104735**

GRASS GREEN
PANTONE **362** | CMYK **75-15-100-2** | HEX **#489D46**

LIME GREEN
PANTONE **377** | CMYK **52-6-100-0** | HEX **#8ABB40**

CHARTREUSE
PANTONE **396** | CMYK **15-1-100-0** | HEX **#E2E11B**

BERRY
PANTONE **228** | CMYK **40-100-40-18** | HEX **#8D1D58**

DARK BLUE
PANTONE **3025** | CMYK **100-65-37-20** | HEX **#004F6E**

LIGHT BLUE
PANTONE **7710** | CMYK **81-13-28-0** | HEX **#00A5B5**

DARK GRAY
PANTONE **445** | CMYK **69-53-55-30** | HEX **#4D5859**

MEDIUM GRAY
PANTONE **429** | CMYK **18-10-10-26** | HEX **#A2AAAD**

LIGHT GRAY
PANTONE **N/A** | CMYK **0-0-0-17** | HEX **#D8DCDA**

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COLOR

USING COLOR

Using color appropriately is one of the easiest ways to ensure your communications reflect a cohesive UO brand.

Green and yellow are your go-to colors. Choose from our secondary palette when you want to enhance or support the primary colors. It's usually best to stick with just one supporting shade.

Don't forget to build white space into your design. Like the pauses in music, white space builds visual breathing room into your design and can help focus attention on what's important. Always balance color, typography, and graphic elements with plenty of white space.

On the web, ensure you provide sufficient color contrast for text and graphics. Find accessible secondary brand color combinations at **communications.uoregon.edu/web-colors**

DO
use our primary green and yellow dominantly in all communications.

DO
include plenty of white space.

DO
refer to the ratio below when using color in your designs. It's not an exact science—UO green and yellow don't have to be used in equal proportion, and accent colors are entirely optional—but can help you keep your designs balanced.

DO
use accessible color combinations that offer sufficient contrast for all audiences.

DO
use the color builds provided in this guide.

UO GREEN AND YELLOW   WHITE SPACE   ACCENT COLORS*

DON'T
ever change the colors of our protected brand marks, including logos and the mascot mark.

DON'T
use color as the only indicator of importance or functionality on the web. Not everyone sees color the same way. Call out important information by adding an additional visual cue (icon, underline, etc.).

DON'T
use color combinations that appear to represent other institutions.

*DON'T
make secondary colors prominent in your designs.

DON'T
use color combinations that are not accessible or are hard to read, such as white text on a yellow background.

DON'T
alter the color builds provided in this guide, or rely on software programs to convert colors from one format to another.