

Our Color Palette

OUR COLOR PALETTE

Color is part of an effective and comprehensive brand strategy that creates a strong, consistent voice throughout UPMC visual elements. The UPMC color palette is characterized by a strong use of purples, supported by accent colors that reinforce UPMC's high-touch, high-tech principles. The result is a warm, functional palette designed to accommodate a broad visual ID system.

Primary Color Palette

The primary purple for print, web and advertising is PMS 262. This should easily be recognized as the dominant color in any layout.



CMYK
52:92:12:56

RGB
77:16:74

Hex
4D104A

PANTONE
262 C

Secondary purples are used to compliment the primary purple.

| | | |
|----------------------------|--------------------------|---------------------------|
| CMYK 83:100:0:44 | CMYK 50:89:0:0 | CMYK 25:26:0:0 |
| RGB 60:16:83 | RGB 144:65:153 | RGB 199:180:226 |
| Hex 3C1053 | Hex 904199 | Hex C7B4E2 |
| PANTONE 2627 C | PANTONE 2592 C | PANTONE 2635 C |

PMS 255 and 431 are primarily used for logos.

| | |
|----------------------------|----------------------------|
| CMYK 62:96:28:13 | CMYK 45:27:17:51 |
| RGB 119:27:97 | RGB 102:109:112 |
| Hex 771B61 | Hex 666D70 |
| PANTONE | PANTONE |

Secondary Palette

Complimentary accent colors add contrast, brighten and allow for subcategorization.

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|--|--|--|--|
| CMYK 61:0:7:0 RGB 71:198:230 Hex 47C6E6 PANTONE 637 C | CMYK 92:24:23:0 RGB 0:146:180 Hex 0092B4 PANTONE 632 C | CMYK 0:36:72:0 RGB 251:175:93 Hex FBAF5D PANTONE 150 C | CMYK 0:66:100:0 RGB 244:119:33 Hex F47721 PANTONE 158 C |
| CMYK 24:0:100:0 RGB 205:220:41 Hex CDDC29 PANTONE 381 C | CMYK 26:3:93:17 RGB 169:181:51 Hex A9B533 PANTONE 383 C | CMYK 0:63:32:0 RGB 243:127:137 Hex F37F89 PANTONE 177 C | CMYK 27:99:55:6 RGB 187:34:83 Hex BB2253 PANTONE 7425 C |

Neutral Palette

Warm neutrals add a soft base for hierarchy and contrast.

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|--|--|---|---|---|
| CMYK 68:62:64:57 RGB 54:53:51 Hex 363533 Cool Grey 11 | CMYK 55:47:44:10 RGB 120:119:122 Hex 78777A Cool Grey 9 | CMYK 43:35:35:0 RGB 154:154:155 Hex 9A9A9B Cool Grey 7 | CMYK 26:22:22:0 RGB 189:187:187 Hex BDBBBB Cool Grey 4 | CMYK 13:11:12:0 RGB 219:217:214 Hex DBD9D6 Cool Grey 1 |
|--|--|---|---|---|

Color Usage

PMS 262 should be the dominant color in print, web and advertising. The colors outside of that were chosen to compliment PMS 262 as accent colors and should not be used as the dominant color in a layout.

* A special ink formulation is available to ensure color consistency of PMS 255 on uncoated stock. The ink may be ordered through Braden Sutphin Ink Company, www.bsink.com. Please specify #B55582F as a substitute for Pantone 255 U for uncoated applications.