

# THE UNIVERSITY *of* NEW ORLEANS

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Interim Identity Standards | April 2015

Office of Communications, Public Relations and Marketing

# Color Palette

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

## Standard University Color Palette

<p><b>UNO Blue</b> PMS 540</p> <p>C100, M55, Y0, K55 R0, G55, B103 WEB #003366</p>	<p>100% Black</p>
<p>80% PMS 540</p>	<p><b>UNO Silver</b> PMS Cool Gray 10</p> <p>C0, M0, Y0, K60 R128, G128, B128 WEB #666666</p>
<p>60% PMS 540</p>	<p>60% PMS Cool Gray 10</p>
<p>40% PMS 540</p>	



\*The UNO logo should only appear in black, white, PMS 540 or Cool Gray 10. No shades, tints or extended colors.

## Privateer Athletics Color Palette

<p>PMS 429</p> <p>C38, M28, Y27, K0 R163, G169, B173 WEB #A3A9AD</p>	<p>PMS 2935</p> <p>C100, M68, Y4, K0 R0, G93, B166 WEB #005DA6</p>
<p><b>UNO Blue</b> PMS 540</p>	



# Color Palette

The extended color palette is intended to enhance UNO materials in a creative way.

## Extended Color Palette

### Cooler Colors

Calm, peaceful  
Often more professional

### Warmer Colors

Active, vibrant  
Promote excitement

### Bolder Colors

Draw more attention to  
a cause/call to action



### Neutral Colors

Help enhance bold colors  
Simple, not distracting

<b>PMS 5126</b> C42, M81, Y11, K49 R105, G60, B94 *WEB #642884	<b>PMS 287</b> C100, M75, Y2, K18 R0, G48, B135 *WEB #004499	<b>PMS 306</b> C80, M3, Y5, K0 R0, G179, B226 *WEB #74C6DA	<b>PMS 382</b> C29, M0, Y100, K0 R196, G214, B0 *WEB #66AA33	<b>PMS 7548</b> C0, M23, Y100, K0 R255, G198, B11 *WEB #F9D343	<b>PMS 158</b> C0, M62, Y95, K0 R232, G119, B34 *WEB #E99065	<b>PMS 709</b> C0, M69, Y29, K0 R239, G96, B121 WEB #EF6079
<b>PMS 501</b> C46, M57, Y0, K0 R146, G121, B183 WEB #9289B7	<b>PMS 300</b> C100, M62, Y7, K0 R0, G100, B168 *WEB #0059B2	<b>PMS 561</b> C84, M20, Y58, K54 R0, G89, B76 *WEB #00594c	<b>PMS 575</b> C55, M9, Y95, K45 R103, G130, B58 WEB #6782BA	<b>PMS 136</b> C0, M28, Y87, K0 R255, G191, B63 WEB #FFBF3F		
<b>PMS 5415</b> C56, M24, Y11, K34 R91, G127, B149 WEB #5B7F95	<b>PMS 291</b> C38, M4, Y0, K0 R155, G203, B235 *WEB #BBE4FB	<b>PMS 5493</b> C47, M4, Y16, K16 R127, G169, B174 WEB #7FA9AE	<b>PMS 451</b> C21, M15, Y54, K31 R155, G148, B95 WEB #9B945F	<b>White</b> C0, M0, Y0, K0 R255, G255, B255 WEB #FFFFFF		

\*in use on the UNO website

# Logos and Seal

Variations of the University logo are available for official UNO use.  
For use with outside sources, please submit a request to [marcom@uno.edu](mailto:marcom@uno.edu).

## Official Primary University Logos



# Logos and Seal

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## Official University Wordmarks



# Logos and Seal

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

## University Seal



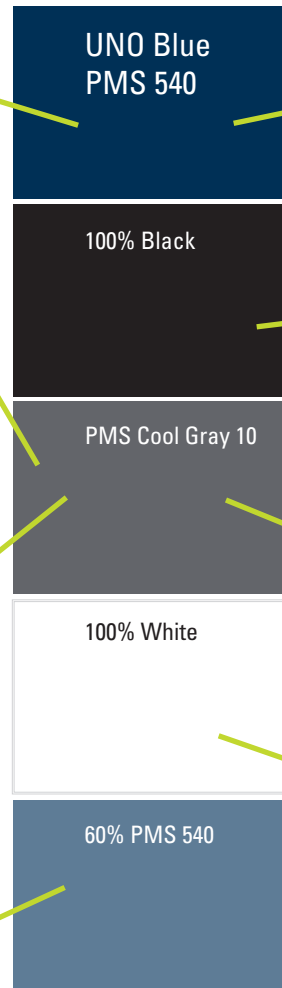
# Logos and Seal

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## Standard Logo: Colleges, Offices and Departments



## Variations



# Logos and Seal

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

THE UNIVERSITY *of*  
NEW ORLEANS

THE UNIVERSITY *of*  
NEW ORLEANS



Do not rotate, squeeze, squish or distort the logo.





# Logos and Seal

Updated logos are always available online at [creative.uno.edu](http://creative.uno.edu)

Do not use outdated logo.



# Typography

Licenses to use typefaces can be purchased online.

## Sans-Serif

Univers 47 Light Condenscend  
*Univers 47 Light Condenscend Oblique*  
Univers 45 Light  
*Univers 45 Light Oblique*

Univers 57 Condenscend  
*Univers 57 Condenscend Oblique*  
Univers 55 Roman  
*Univers 55 Oblique*

**Univers 67 Bold Condenscend**  
***Univers 67 Bold Condenscend Oblique***  
**Univers 65 Bold**  
***Univers 65 Bold Oblique***

**Univers 75 Black**  
***Univers 75 Black Oblique***

Arial Regular  
*Arial Italics*

**Arial Bold**  
***Arial Bold Italics***

## Serif

Minion Pro Regular  
*Minion Pro Italics*

Minion Pro Medium  
*Minion Pro Medium Italics*

Minion Pro Semibold  
*Minion Pro Semibold Italics*

Minion Pro Bold  
*Minion Pro Bold Italics*

Times New Roman Regular  
*Times New Roman Italics*

**Times New Roman Bold**  
***Times New Roman Bold Italics***

## Script

*Berthold Script Regular*

*Berthold Script Medium*

## Accent

*Cheedar Jack Regular*

## Heartbeat

Brandon Grostesque Medium

## Athletic

**BROTHERS BOLD**

\*Arial and Times New Roman should only be used when Univers or Minion Pro are not available. And on the web.