THE UNIVERSITY *of* NEW ORLEANS

Interim Identity Standards | October 2019

University Marketing

Color Palette

Standard University Color Palette

UNO Blue
PMS 540

C100, M55, Y0, K55
R0, G55, B103
WEB #003366

80% PMS 540

60% PMS 540

40% PMS 540

100% Black

UNO Silver
PMS Cool Gray 10

C0, M0, Y0, K60
R128, G128, B128
WEB #666666

60% PMS Cool Gray 10

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 UNIVERSITY *of* NEW ORLEANS

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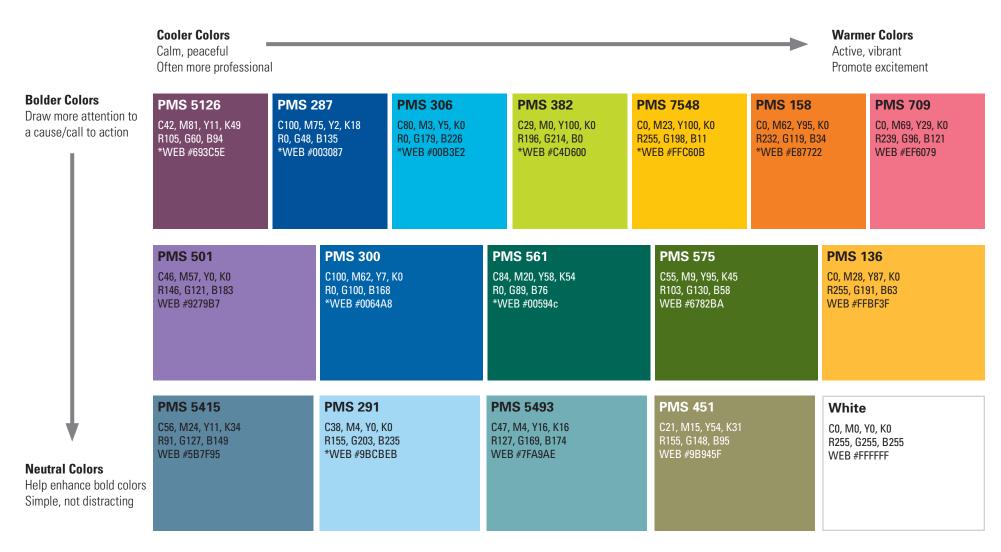
NEW ORLEANS
PRIVATEERS

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

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

PMS 5126
C42, M81, Y11, K49
R105, G60, B94
*WEB #693C5E

PMS 287
C100, M75, Y2, K18
R0, G48, B135
*WEB #003087

PMS 306
C80, M3, Y5, K0
R0, G179, B226
*WEB #00B3E2

PMS 382
C29, M0, Y100, K0
R196, G214, B0
*WEB #C4D600

PMS 7548
C0, M23, Y100, K0
R255, G198, B11
*WEB #FFC60B

PMS 158
C0, M62, Y95, K0
R232, G119, B34
*WEB #E87722

PMS 709
C0, M69, Y29, K0
R239, G96, B121
WEB #EF6079

PMS 501
C46, M57, Y0, K0
R146, G121, B183
WEB #9279B7

PMS 300
C100, M62, Y7, K0
R0, G100, B168
*WEB #0064A8

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

PMS 5415
C56, M24, Y11, K34
R91, G127, B149
WEB #5B7F95

PMS 291
C38, M4, Y0, K0
R155, G203, B235
*WEB #9BCBEB

PMS 5493
C47, M4, Y16, K16
R127, G169, B174
WEB #7FA9AE

PMS 451
C21, M15, Y54, K31
R155, G148, B95
WEB #9B945F

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

Neutral Colors
Help enhance bold colors
Simple, not distracting

*in use on the UNO website

Logos and Seal

Official Primary University Logos

vertical

vertical

horizontal

horizontal

Logos and Seal

Official University Wordmarks

two lines

THE UNIVERSITY *of*
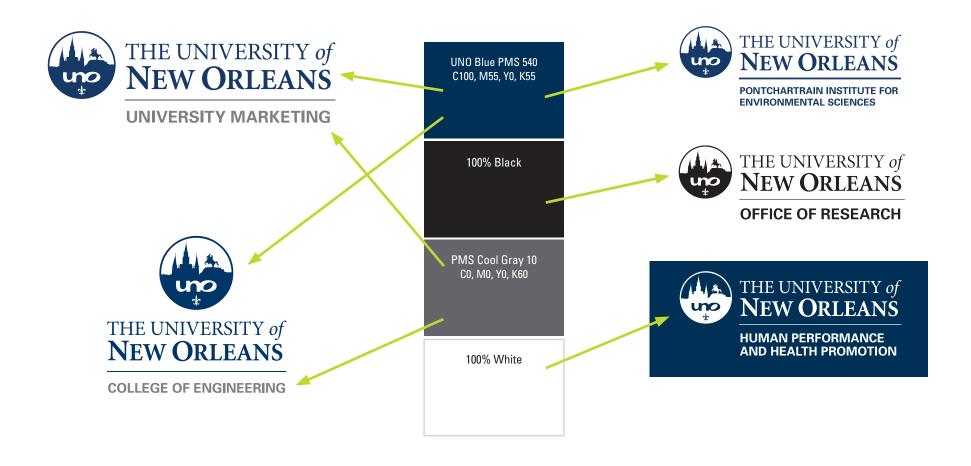**NEW ORLEANS**

THE UNIVERSITY *of*
NEW ORLEANS

one line

THE UNIVERSITY *of* NEW ORLEANS

THE UNIVERSITY *of* NEW ORLEANS

Logos and Seal

University Seal

Logos and Seal

Standard Logo: Colleges, Offices and Departments

UNO Blue PMS 540
C100, M55, Y0, K55

100% Black

PMS Cool Gray 10
C0, M0, Y0, K60

100% White

Logos and Seal

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

*For standards on athletics logos please consult their style guide.

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

Logos and Seal

Do not use outdated logo.

Typography

Confident/Strong ◄---------------------------- **Academic/Classic** ----------------------------► **Casual/Personal**

MINION PRO BOLD	**Minion Pro Bold**	Minion Pro Medium	Minion Pro Regular	Univers 45 Light
UNIVERS 75 BLACK	*Minion Pro Bold Italics*	*Minion Pro Medium Italics*	*Minion Pro Italics*	Univers 47 Light Condensed
UNIVERS 65 BOLD	**Univers 65 Bold**	Univers 55 Roman		
PROHIBITION OBLIQUE	**UNIVERS 67 BOLD CONDENSED**	Univers 57 Condensed		
	PROHIBITION REGULAR			

Web fonts

Times New Roman Bold	Times New Roman Regular	*Times New Roman Italics*
Arial Bold	Arial Regular	*Arial Italics*

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

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

BROTHERS BOLD is the current typeface for Privateer Athletics.