

Multi-purpose Palette

When the opportunity arises to design multi-color applications, we advise that a wide range of colors be specified for use in selection. These palette pages can serve as a general visual guide for any kind of color selection. For print communications, we strongly recommend that any color selection be made from these PMS specs and none other. When papers are to be specified, we recommend the use of uncoated natural (but not cream) color sheets as opposed to coated white sheets (which are not appropriate to the message of the UUAC's graphic identity).



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