









































































# Unitarian Universalist Association of Congregations' Corporate Identity Materials: 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 UUA's graphic identity).

Logo Colors					
Pantone (U)	R	G	B	Hex	Color
7455 (Warm Blue)	77	89	171	#4D59AB	
7459 (Cool Blue)	0	51	134	#003386	
625 (Green)	91	135	114	#5B8772	
227 (Rose Red)	173	0	91	#AD005B	
Blues/Purples					
Pantone (U)	R	G	B	Hex	Color
661	45	51	142	#2D338E	
660	89	96	168	#5960A8	
652	109	135	168	#6D87A8	
653	51	86	135	#335687	
7454	0	51	134	#003386	
662	12	25	117	#0C1975	
2766	43	38	91	#2B265B	
2757	20	22	84	#141654	
2746	63	40	147	#3F2893	
2755	53	0	109	#35006D	
273	56	25	122	#38197A	

5275	96	86	119	#605677	
2756	51	40	117	#332875	
2765	43	12	86	#2B0C56	
549	94	153	170	#5E99AA	
645	119	150	178	#7796B2	
646	94	130	163	#5E82A3	
5425	132	153	165	#8499A5	
5493	140	175	173	#8CAFAD	
5415	96	124	140	#607C8C	
547	0	63	84	#003F54	
Greens/Grays					
Pantone (U)	R	G	B	Hex	Color
5625	114	132	112	#728470	
5555	119	145	130	#779182	
5763	119	124	79	#777C4F	
5635	158	170	153	#9EAA99	
5773	155	158	114	#9B9E72	
5645	188	193	178	#BCC1B2	
7476	5	84	89	#055459	

Greens/Grays (cont.)					
7494	158	179	135	#9EB387	
7493	186	196	140	#BAC48C	
5787	198	198	153	#C6C699	
7497	115	107	74	#736B4A	
7498	69	79	36	#454F24	
Beiges/Light Grays					
Pantone (U)	R	G	B	Hex	Color
616	221	215	155	#DDD69B	
5807	224	221	188	#E0DDBC	
454	226	216	191	#E2D8BF	
5875	224	219	181	#E0DBB5	
9582	222	221	204	#DEDDCC	
9603	224	223	197	#E0DFC5	
615	226	219	170	#E2DBAA	
5803	216	214	183	#D8D6B7	
Light Blues/Grays					
Pantone (U)	R	G	B	Hex	Color
642	209	216	216	#D1D8D8	
5455	214	216	211	#D6D8D3	
5527	206	209	198	#CED1C6	
5517	201	206	196	#C9CEC4	
441	209	209	198	#D1D1C6	
442	186	191	183	#BABFB7	
5435	171	184	194	#ABB8C2	

Red-Violets					
Pantone (U)	R	G	B	Hex	Color
241	173	0	117	#AD0075	
221	147	0	66	#930042	
207	192	0	78	#C0004E	
228	140	0	76	#8C004C	
234	170	0	102	#AA0066	
242	124	28	81	#7C1C51	
Oranges/Ochres/Pinks					
Pantone (U)	R	G	B	Hex	Color
130	234	175	15	#EAAF0F	
158	232	117	17	#E87511	
7413	212	125	23	#D47D17	
144	226	140	5	#E28C05	
145	198	127	7	#C67F07	
159	198	96	5	#C66005	
179	226	61	40	#E23D28	
141	242	206	104	#F2CE68	
7403	235	209	120	#EBD178	
461	237	229	173	#EDE5AD	
7402	237	222	156	#EDDE9C	
9161	238	227	204	#EEE3CC	
9163	229	220	205	#E5DCDD	
4545	229	219	186	#E5DBBA	

Grays					
Pantone (U)	R	G	B	Hex	Color
429	173	175	170	#ADAFAA	
443	163	168	163	#A3A8A3	
423	150	147	142	#96938E	
Cool Gray 5	184	179	173	#B8B3AD	
Cool Gray 9	135	135	133	#878785	
Cool Gray 11	102	99	102	#666366	