COLOR PALETTE

PRIMARY COLORS

Our primary colors are the most significant identifier. It must be present throughout all brand collateral but both colors do not always have to be included. Utilize the UDM Red or UDM Blue, even if it's a small amount, to help visually tie back to Detroit Mercy as a brand.
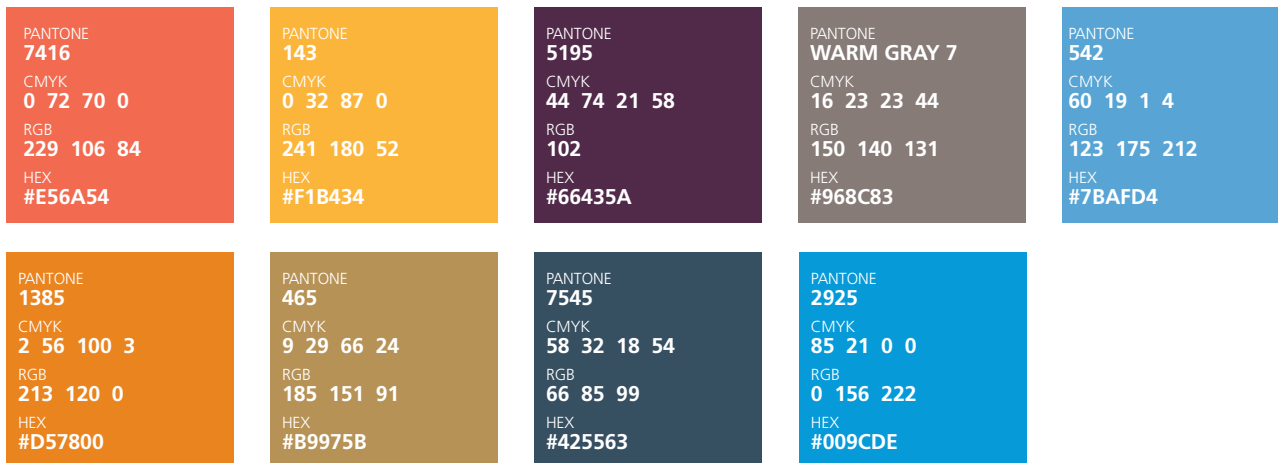
UDM RED

PANTONE
1945
CMYK
5 100 55 28
RGB
166 9 61
HEX
#A6093D

UDM BLUE

PANTONE
288
CMYK
100 80 6 32
RGB
0 45 114
HEX
#002D72

SECONDARY COLORS

The Secondary Color palette along with our Primary Color will greatly aid as a notable identifier to our brand in terms of color usage. Secondary colors should never be used in place of the primary color.

PANTONE
7416
CMYK
0 72 70 0
RGB
229 106 84
HEX
#E56A54

PANTONE
143
CMYK
0 32 87 0
RGB
241 180 52
HEX
#F1B434

PANTONE
5195
CMYK
44 74 21 58
RGB
102
HEX
#66435A

PANTONE
WARM GRAY 7
CMYK
16 23 23 44
RGB
150 140 131
HEX
#968C83

PANTONE
542
CMYK
60 19 1 4
RGB
123 175 212
HEX
#7BAFD4

PANTONE
1385
CMYK
2 56 100 3
RGB
213 120 0
HEX
#D57800

PANTONE
465
CMYK
9 29 66 24
RGB
185 151 91
HEX
#B9975B

PANTONE
7545
CMYK
58 32 18 54
RGB
66 85 99
HEX
#425563

PANTONE
2925
CMYK
85 21 0 0
RGB
0 156 222
HEX
#009CDE

BACKGROUND COLORS

Please note that these colors are not for web use. The website uses only red, blue and gray as indicated by their HTML hexcode listed. Background colors should be used very sparingly—that is, in less than 10 percent of the color palette for one piece.

PANTONE
5315
CMYK
10 7 1 4
RGB
216 215 223
HEX
#D8D7DF

PANTONE
7541
CMYK
7 1 3 2
RGB
217 225 226
HEX
#D9E1E2

PANTONE
545
CMYK
21 2 0 1
RGB
198 218 231
HEX
#C6DAE7

PANTONE
468
CMYK
6 13 41 4
RGB
221 203 164
HEX
#DDCBA4

PANTONE
WARM GRAY 1
CMYK
3 3 6 7
RGB
215 210 203
HEX
#D7D2CB