



PRINT	PRINT	DIGITAL
Pantone Matching System	Four-Color Process	Web/ Video Usage
 PANTONE 186	c0 M100 Y81 K4	R210 G16 B52 HTML# d21034
 PANTONE COOL GRAY 9	TINT OF BLACK: K60	R132 G133 B137 HTML# 848589
 BLACK	BLACK: K100	R0 G0 B0 HTML# 000000

Primary Color Palette

The primary colors for the Rutgers visual identity system are Pantone® 186, Pantone® Cool Gray 9, and black. Equivalent color formulas for four-color printing and digital media are provided to the left.

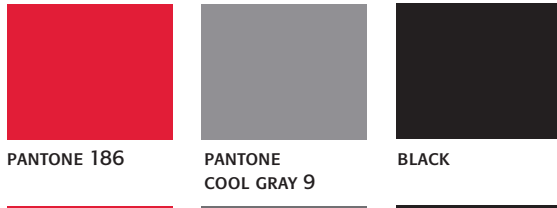
The preferred color treatment for the Rutgers logotype and signature is shown below.



The preferred color for the Rutgers logotype is always (Pantone® 186). It can also appear in black or white.

The preferred color for the signature is always (Pantone® Cool Gray 9). It can also appear in red, black, or white.

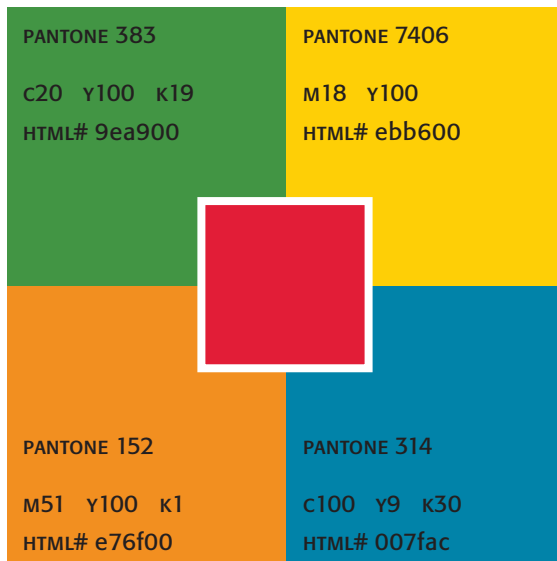
PRIMARY PALETTE



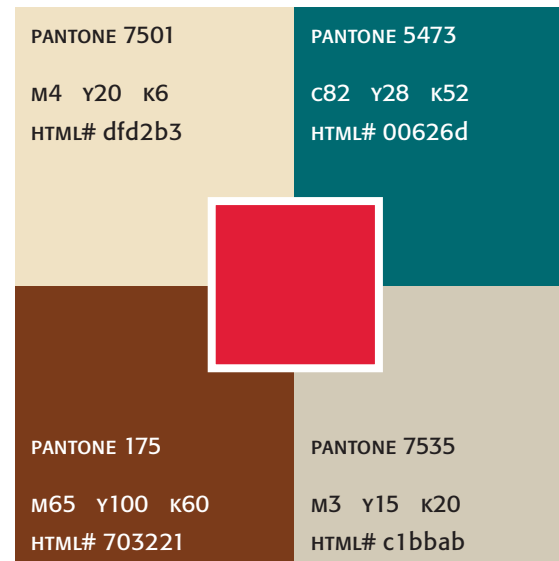
SUPPLEMENTARY PALETTE



BRIGHT PALETTE



MUTED PALETTE



Supplementary Color Palette

A supplementary set of colors has been selected to complement the primary color palette. The colors shown in this supplementary palette are recommended for general use, but the user is not limited to only these colors.