

# University of Toronto - Colour Quick Guide

## Primary Colour

Always ensure U of T Blue's presence within the composition of marketing and communication materials.

## Secondary Colour

Our secondary colour palette complements the U of T Blue. Use these colours as accents only. Avoid using unapproved colours or creating a new colour palette, with the exception of tints of the approved colours and the varying colours in images.

## Neutrals

Our neutral colour palette is available for support purposes. Avoid using black as background colour.

## Primary



**U of T Blue Pantone 655**  
CMYK 100/79 /12/59  
RGB 30/55/101  
HEX #1E3765

### Tints

80%



## Secondary



**Pantone 633**  
CMYK 98/6/10/29  
RGB 0/127/163  
HEX #007FA3

### Tints

80%  
50%  
25%



**Pantone 2613**  
CMYK 74 /99/5/11  
RGB 109/36/122  
HEX #6D247A

### Tints

80%  
50%  
25%



**Pantone Warm Red**  
CMYK 0/83/80/0  
RGB 220/70/51  
HEX #DC4633

### Tints

80%  
50%  
25%



**Pantone 2985**  
CMYK 60/0/3/0  
RGB 111/199/234  
HEX #6FC7EA

### Tints

80%  
50%  
25%



**Pantone 3285**  
CMYK 98/0/59/0  
RGB 0/161/137  
HEX #00A189

### Tints

80%  
50%  
25%



**Pantone 227**  
CMYK 7 /100/10/21  
RGB 171/19/104  
HEX #AB1368

### Tints

80%  
50%  
25%



**Pantone 7722**  
CMYK 89 /0 /45/72  
RGB 13/83/77  
HEX #0D534D

### Tints

80%  
50%  
25%



**Pantone 7406**  
CMYK 0/20/100/2  
RGB 241/197/0  
HEX #F1C500

### Tints

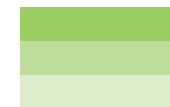
80%  
50%  
25%



**Pantone 376**  
CMYK 54/0/100/0  
RGB 141/191/46  
HEX #8DBF2E

### Tints

80%  
50%  
25%



## Neutrals



**White**  
CMYK 0/0/0/0  
RGB 0/0/0  
HEX #FFFFFF



**Pantone Cool Gray 2**  
CMYK 5/3/ 5/11  
RGB 208/209/201  
HEX #D0D1C9

### Tints

80%  
50%  
25%



**Black**  
CMYK 0/0/0/100  
RGB 0/0/0  
HEX #000000

### Tints

80%  
50%  
25%

