

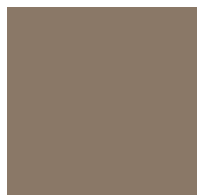
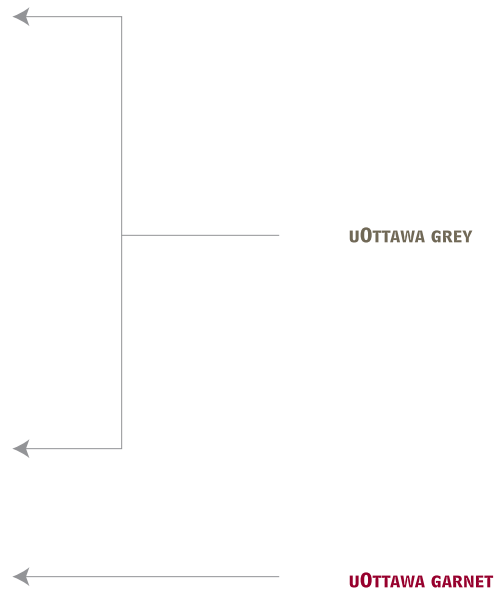
Choice of colour plays a dominant role in the brand image of the University. Thus, strict management and use of this palette will facilitate the establishment of the identity. All colour variations have been drawn from the Pantone colour chart. The official palette must not be replaced or modified by any other colour.

OFFICIAL PALETTE



uOttawa

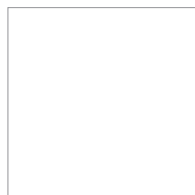
L'Université canadienne
Canada's university



UOTTAWA GREY



UOTTAWA GARNET



WHITE

OFFICIAL PALETTE

The colour chart is offered in Pantone, CMYK, RGB and Hexadecimal.



UOttawa GREY



UOttawa GARNET



WHITE

PANTONE

On coated paper	PANTONE Warm Gray 10 C	PANTONE 202 C
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On uncoated paper	PANTONE 7532 U	PANTONE 194 U
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CMYK

On coated paper	C: 0 M: 14 Y: 28 K: 55	C: 0 M: 100 Y: 61 K: 43	C: 0 M: 0 Y: 0 K: 0
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On uncoated paper	C: 0 M: 17 Y: 50 K: 65	C: 0 M: 100 Y: 64 K: 33	C: 0 M: 0 Y: 0 K: 0
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RGB*	R: 114 G: 99 B: 77	R: 143 G: 0 B: 26	R: 255 G: 255 B: 255
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HEXADECIMAL*	72634D	8F001A	FFFFFF
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*Environment sRGB IEC61966-2.1
(Average between Web and video colours)

PANTONE®: system used in printing (other than four-colour process printing) to make colour inks and in other applications for colour consistency.

CMYK (Cyan, Magenta, Yellow, Black): also known as four-colour process, this is the method used to print photos and images using the colours cyan, magenta, yellow and black. The numeric values refer to the percentage of each colour.

RGB (Red/Green/Blue)"/"HEX"/"WEB SAFE": the method used to obtain a certain colour on the screen; numeric values refer to the intensity of each of these basic colours.

* Pantone® is a registered trademark of Pantone®, Inc. The colours shown are for information only and do not correspond to the Pantone® standard. Consult the most recent version of "Pantone color formula guide" for precise colours.

The primary palette is composed of two colours: the uOttawa Grey and the uOttawa garnet, both colours of historical significance for the University. Some variation accomodates different printing methods and are consistent with the University of Ottawa identity. Pantone® colours followed by a “C” are for printing on coated paper and those followed by a “U” for printing on uncoated paper.

OFFICIAL PALETTE



uOttawa GREY



uOttawa GARNET

2 PANTONE



100%



100%

PANTONE
Coated paper: Warm Gray 10 C
Uncoated paper: 7532 U

PANTONE
202 C
194 U



uOttawa

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CMYK



Coated paper: C:0 M:14 Y:28 K:55
Uncoated paper: C:0 M:17 Y:50 K:65



C:0 M:100 Y:61 K:43
C:0 M:100 Y:64 K:33



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1 PANTONE



100%

PANTONE
Coated paper: Warm Gray 10 C
Uncoated paper: 7532 U

When only Pantone is used, all elements should be printed in 100% tonality.



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100%

Black



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RGB



R:114 G:99 B:77



R:143 G:0 B:26



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