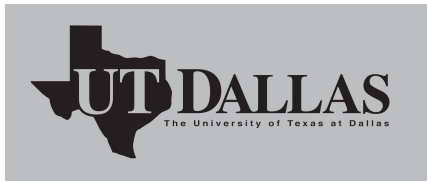


# UT Dallas Brand Standards

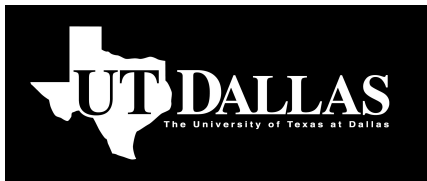
utdallas.edu/brand

## Correct Color Usage of the UT Dallas Logo

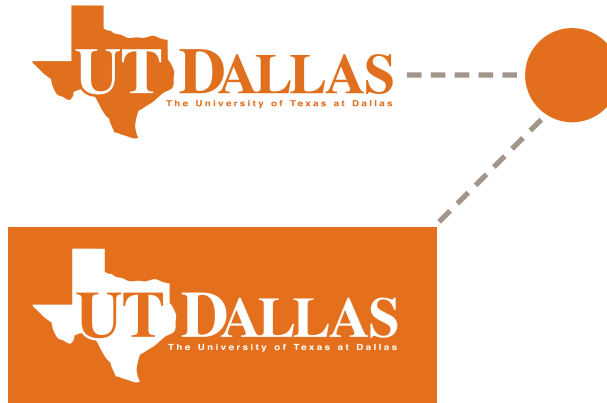
The UT Dallas logo is the preferred visual representation for the University.



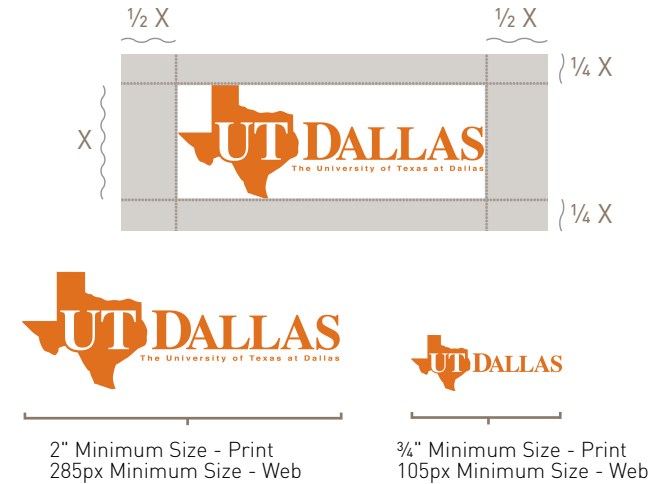
If background is between 0 - 30% gray, use black logo





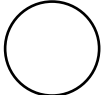
If background is more than 30% gray, use white logo



## Correct Spacing Usage of the UT Dallas Logo










## Primary Colors

- 
**Flame Orange**  
 Pantone: 159    CMYK: 0-66-100-7  
 RGB: 199-91-18    Web: C75B12
- 
**Eco Green**  
 Pantone: 348    CMYK: 100-0-85-24  
 RGB: 0-133-66    Web: 008542
- 
**Brilliance White**  
 Pantone: paper    CMYK: 0-0-0-0  
 RGB: 255-255-255    Web: FFFFFFFF

The primary University colors are Flame Orange (PMS 159), Eco Green (PMS 348) and Brilliance White.

When depicting UT Dallas colors in print, promotional items or on the web, use the color palette illustrated on this page.

## Secondary Colors

- 
**Solar Orange**  
 Pantone: 144    CMYK: 0-48-100-0  
 RGB: 233-131-0    Web: E98300
- 
**Spark Orange**  
 Pantone: 1235    CMYK: 0-29-91-0  
 RGB: 255-182-18    Web: FFB612
- 
**Seedling Green**  
 Pantone: 381    CMYK: 0-66-100-7  
 RGB: 201-221-3    Web: C9DD03
- 
**Sapling Green**  
 Pantone: 368    CMYK: 57-0-100-0  
 RGB: 105-190-40    Web: 69BE28
- 
**Sky Blue**  
 Pantone: 2985    CMYK: 0-66-100-7  
 RGB: 91-198-232    Web: 5BC6E8
- 
**Stratos Blue**  
 Pantone: 299    CMYK: 85-19-0-0  
 RGB: 0-161-222    Web: 00A1DE
- 
**Space Blue**  
 Pantone: 286    CMYK: 100-66-0-2  
 RGB: 0-57-166    Web: 0039A6

## Neutrals

- 
**Warm Gray 2**  
 CMYK: 0-2-5-9    RGB: 213-210-202  
 Web: D5D2CA
- 
**Warm Gray 4**  
 CMYK: 0-4-9-24    RGB: 183-177-169  
 Web: B7B1A9
- 
**Warm Gray 6**  
 CMYK: 0-6-12-31    RGB: 165-157-149  
 Web: A59D95
- 
**Warm Gray 8**  
 CMYK: 0-9-16-43    RGB: 139-129-120  
 Web: 8B8178
- 
**Warm Gray 10**  
 CMYK: 0-14-28-55    RGB: 118-106-98  
 Web: 766A62
- 
**Black**  
 CMYK: 0-0-0-100    RGB: 30-30-30  
 Web: 000000

## Fonts

The official fonts of The University of Texas at Dallas are Minion (serif) and FF DIN (sans serif).

- FF DIN Pro Light
- FF DIN Pro Light Italic
- FF DIN Pro Regular
- FF DIN Pro Regular Italic
- FF DIN Pro Medium**
- FF DIN Pro Medium Italic**
- FF DIN Pro Bold**
- FF DIN Pro Bold Italic**
- FF DIN Pro Condensed Light
- FF DIN Pro Condensed Regular
- FF DIN Pro Condensed Medium
- FF DIN Pro Condensed Bold**

- Minion Pro
- Minion Pro Italic*
- Minion Pro Medium
- Minion Pro Medium Italic*
- Minion Pro Bold**
- Minion Pro Bold Italic***