

INSTITUTE OF AGRICULTURE

THESE ARE OUR COLORS

UTIA COLORS

UT ORANGE

PMS: 151 C
CMYK: 0, 60, 100, 0
RGB: 255, 131, 0
HEX: ff8300

SLATE

PMS: 432 C
CMYK: 78, 64, 53, 44
RGB: 51, 61, 71
HEX: 333d47

SLATE (TINT)

PMS: 431 C
CMYK: 66, 52, 45, 17
RGB: 92, 102, 111
HEX: 5c666f

WHITE

PMS: N/A
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: ffffff

UNIT COLORS & THE STATE BOTANICAL GARDEN OF TENNESSEE

EXTENSION (PASTURE)

PMS: 360 C
CMYK: 61, 0, 96, 0
RGB: 108, 192, 73
HEX: 6cc049

AgRESEARCH (BLUFF)

PMS: 534 C
CMYK: 98, 85, 36, 27
RGB: 30, 52, 93
HEX: 1e345d

CASNR (AZURE)

PMS: 639 C
CMYK: 100, 20, 10, 0
RGB: 0, 147, 201
HEX: 0093c9

CVM (GRANITE)

PMS: 424 C
CMYK: 57, 47, 48, 14
RGB: 112, 113, 112
HEX: 707170

GARDENS (PERIWINKLE)

PMS: 7655 C
CMYK: 38, 77, 12, 0
RGB: 165, 90, 149
HEX: a55a95

SECONDARY PALETTE

(COMING SOON)

The colors in our supporting palette will be chosen to complement the primary palettes for both UTIA and its units. This extended color palette will help provide programs and units some flexibility, while staying true to the UTIA primary colors and brand. We will provide an update when the secondary palette will be available for use.

PANTONE

(USE FOR SPOT COLOR PRINTING)

A popular color matching system used by the printing industry to print spot colors. Most applications that support color printing allow you to specify colors by indicating the Pantone name or number. This assures that you get the right color when the file is printed, even though the color may not look right when displayed on your monitor.

CMYK

(USE FOR PRINT)

Short for Cyan-Magenta-Yellow-Black, and pronounced as separate letters. CMYK is a color model in which all colors are described as a mixture of these four process colors. CMYK is the standard color model used in offset printing for full-color documents. Because such printing uses inks of these four basic colors, it is often called four-colorprinting.

RGB

(USE FOR VIDEO, WEB AND DISPLAY ON MONITOR)

In contrast, display devices generally use a different color model called RGB, which stands for Red-Green-Blue. One of the most difficult aspects of desktop publishing in color is color matching -- properly converting the RGB colors into CMYK colors so that what gets printed looks the same as what appears on the monitor.

HEX

(USE FOR WEBSITES)

The code itself is a hex triplet, which represents three separate values that specify the levels of the component colors. The code starts with a pound sign (#) and is followed by six hex values or three hex value pairs (for example, #AFD645). The code is generally associated with HTML and websites, viewed on a screen, and as such the hex value pairs refer to the RGB color space.

Explanations are courtesy of webopedia.com