THREE-COLOR POWER-U & MASSACHUSETTS MARKS

**PRIMARY COLOR OPTION** intended to be used on light backgrounds.

- Maroon (Pantone® Red 202 C)
- Grey (Pantone® 32% Process Black C)
- Black (Pantone® Process Black C)
- White

**SECONDARY COLOR OPTION** intended to be used on dark & color backgrounds.

- Maroon (Pantone® Red 202 C)
- Grey (Pantone® 32% Process Black C)
- Black (Pantone® Process Black C)
- White

---

ONE-COLOR POWER-U & MASSACHUSETTS MARKS

**BLACK**

- Black (Pantone® Process Black C)
- Grey (Pantone® 32% Process Black C)
- White

**WHITE**

- Maroon (Pantone® Red 202 C)
- Grey (Pantone® 32% Process Black C)
- Black (Pantone® Process Black C)

COLORS

**PRIMARY**

- **MAROON**
  - PMS: Pantone® Red 202 C
  - CMYK: C | 0 | M | 0 | Y | 0 | K | 0
  - RGB: R | 136 | G | 28 | B | 28
  - HEX: #881C1C

- **WHITE**
  - CMYK: C | 0 | M | 0 | Y | 0 | K | 0
  - RGB: R | 255 | G | 255 | B | 255
  - HEX: #FFFFFF

**SECONDARY**

- **BLACK**
  - PMS: Pantone® Process Black C
  - CMYK: C | 0 | M | 0 | Y | 0 | K | 0
  - RGB: R | 177 | G | 179 | B | 179
  - HEX: #B1B3B3

- **GREY**
  - PMS: Pantone® 32% Process Black C
  - CMYK: C | 0 | M | 0 | Y | 0 | K | 32
  - RGB: R | 139 | G | 37 | B | 31
  - HEX: #27251F

**PREFERRED TYPOGRAPHY**

**FUTURA**

- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- 1234567890!

All University names and logos are the sole property of the University of Massachusetts Board of Trustees and may be used with written permission from the UMass System Trademark and Licensing Administration. These logos cannot be altered in any way. For questions regarding trademark usage on merchandise, websites, services, or advertisements, please contact the UMass System Trademark and Licensing Administration: eszymbor@umass.edu or 413-577-8126. All UMass Names, Marks, Seals, and Logos are protected and registered Trademarks by the United States Patent and Trademark Office.