

# UNIVERSITY OF MASSACHUSETTS AMHERST ATHLETICS OFFICIAL STYLE GUIDE

## LOGOS

### 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



**MASSACHUSETTS**

Respect 10% margin of total size for all applications.

PRIMARY 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



**MASSACHUSETTS**

Respect 10% margin of total size for all applications.

### ONE-COLOR POWER-U & MASSACHUSETTS MARKS



Black (Pantone® Process Black C)



Grey (Pantone® 32% Process Black C)



Maroon (Pantone® Red 202 C)



White

**MASSACHUSETTS**

Black (Pantone® Process Black C)

**MASSACHUSETTS**

Maroon (Pantone® Red 202 C)

**MASSACHUSETTS**

Grey (Pantone® 32% Process Black C)

**MASSACHUSETTS**

White

## COLORS

### PRIMARY

**MAROON**

**WHITE**

PMS  
Pantone® Red 202 C

CMYK  
C | 28 M | 98 Y | 98 K | 32

RGB  
R | 136 G | 28 B | 28

HEX  
#881c1c

CMYK  
C | 0 M | 0 Y | 0 K | 0

RGB  
R | 255 G | 255 B | 255

HEX  
#FFFFFF

### SECONDARY

**BLACK**

**GREY**

PMS  
Pantone® Process Black C

CMYK  
C | 0 M | 0 Y | 0 K | 100

RGB  
R | 39 G | 37 B | 31

HEX  
#27251F

PMS  
Pantone® 32% Process Black C

CMYK  
C | 0 M | 0 Y | 0 K | 32

RGB  
R | 177 G | 179 B | 179

HEX  
#B1B3B3

## PREFERRED TYPOGRAPHY

### FUTURA

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abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?