

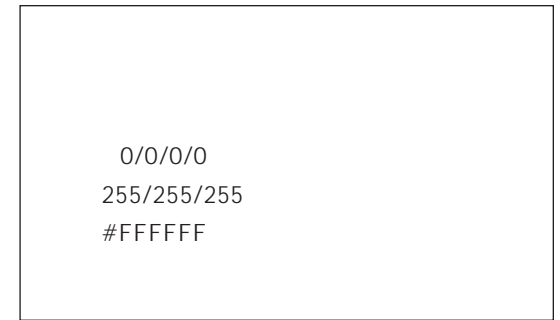
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## COLOR PALETTE

Our color palette is designed to build on our primary UAF blue and gold. This set of options offers the versatility needed to keep communications looking fresh and dynamic.

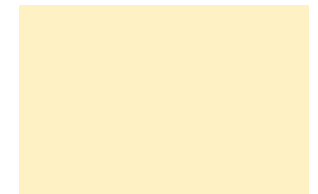
These are our core colors. They identify our university and should be the most prominent colors in any piece.



0/14/100/0  
255/205/0  
#FFCD00

0/0/0/0  
255/255/255  
#FFFFFF

These colors build variety and dimension into our layouts. The secondary palette can be applied as a bright pop of color or provide contrast.



0/4/27/0  
246/223/164  
#F6DFA4

