**UD Color Accessibility Cheat Sheet**

**COLOR** should not be the only means of conveying information; code in an additional way (B/I/U, etc.) can be used decoratively, but should not interfere with the effectiveness of the communication.

<table>
<thead>
<tr>
<th></th>
<th>PMS BLACK 6C</th>
<th>UD DK BLUE</th>
<th>UD BLUE</th>
<th>UD LT BLUE</th>
<th>COOL GRAY 4C</th>
<th>UD GOLD</th>
<th>7499C</th>
<th>PMS WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ UD DK BLUE</td>
<td>NO</td>
<td>NO</td>
<td>YES*</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
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<tr>
<td>+ UD LT BLUE</td>
<td>YES*</td>
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<td>+ COOL GRAY 4C</td>
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<td>+ UD GOLD</td>
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<td>+ 7499C</td>
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<td>+ PMS WHITE</td>
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<td>YES*</td>
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</table>

**NO:** Regardless of size, this combination does not comply with WCAG 2.0 at AA level.

**YES*: This combination can be used if text is 18 pt, 14 pt bold, or larger.
Our color palette is both restrained yet sophisticated, complementing one another and creating continuity for a more easily recognizable brand. Together, this toolkit allows the user to create layouts with more depth and intensity without providing a plethora of color options. The primary colors should always be dominant within any design, while the secondary palette should only be used sparingly, never alone, and by advanced users only.

**PRIMARY**

- PMS 109 C
  - C 0 M 9 Y 94 K 0
  - R 255 G 210 B 0
  - HEX ff0d00

- PMS 2945 C
  - C 100 M 38 Y 0 K 15
  - R 0 G 83 B 159
  - HEX 00539f

**SECONDARY**

- PMS 541 C
  - C 100 M 58 Y 9 K 46
  - R 0 G 60 B 113
  - HEX 003e71

- PMS Cool Gray 4 C
  - C 0 M 0 Y 28 K 28
  - R 189 G 189 B 189
  - HEX bdbdbd

- PMS Black 6 C
  - C 0 M 0 Y 0 K 100
  - R 0 G 0 B 0
  - HEX 000000

- PMS 7499 C
  - C 0 M 2 Y 15 K 0
  - R 238 G 232 B 197
  - HEX 008c58

- PMS 299 C
  - C 87 M 19 Y 0 K 0
  - R 0 G 160 B 223
  - HEX 00a0df

- PMS White
  - C 0 M 0 Y 0 K 0
  - R 255 G 255 B 255
  - HEX ffffff