

The university color palette has two parts: the Institutional Palette and the Secondary Palette. Combining these colors with the proper order of dominance establishes the core university brand.

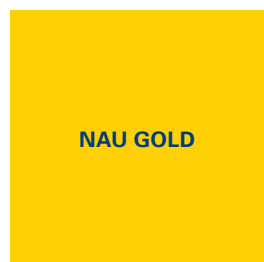
1. Institutional Palette: True Blue is our signature color and should appear as the dominant color in all university communications.

2. Secondary Palette: The Secondary Palette mimics our natural surroundings. These colors can take the lead occasionally, especially inside a larger document, or with an audience more familiar with the university brand. They should, however, **always be supported with color from the Institutional Palette.**



NAU TRUE BLUE

Pantone® 281 C
C100 M72 Y0 K32
R0 G51 B102
HEX 003466



NAU GOLD

Pantone® 116 C
C0 M16 Y100 K0
R255 G210 B0
HEX FFD200



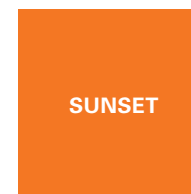
MONSOON

Pantone® 436 C
C24 M24 Y26 K0
R195 G184 B178
HEX C3B8B2



FALL ASPEN

Pantone® 143 C
C0 M35 Y85 K0
R251 G176 B64
HEX FBB040



SUNSET

Pantone® 158 C
C0 M66 Y99 K0
R244 G119 B34
HEX F47722



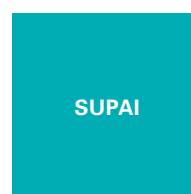
SUMMER SHADE

Pantone® 356 C
C95 M0 Y100 K27
R0 G133 B63
HEX 00853F



RED ROCK

Pantone® 173 C
C11 M72 Y100 K23
R177 G84 B29
HEX B1541D



SUPAI

Pantone® 7467 C
C95 M0 Y35 K0
R0 G172 B165
HEX 00ADB5



SKY

Pantone® 299 C
C85 M19 Y0 K0
R0 G157 B220
HEX 009DDC



TWILIGHT

Pantone® 300 C
C100 M60 Y0 K0
R0 G102 B179
HEX 0066B2