

Unit	Tone	Primary	Secondary	Primary Pop	Secondary Pop	Tertiary Pop
School of Engineering and Applied Sciences (SEAS)		UB Blue CMYK: 100/53/0/0 PMS: 2935 RGB: 0/91/187 HEX: #005bbb	Hayes Hall White CMYK: 0/0/0/0 PMS: White RGB: 255/255/255 HEX: #ffffff	Lake LaSalle CMYK: 66/0/39/0 PMS: 3265 RGB: 0/166/156 HEX: #00a69c	Solar Strand CMYK: 0/19/89/0 PMS: 123 RGB: 255/199/44 HEX: #ffc72c	Letchworth Autumn CMYK: 0/72/70/0 PMS: 7416 RGB: 229/106/84 HEX: #e56a54
Department of Biomedical Engineering (BME)		UB Blue CMYK: 100/53/0/0 PMS: 2935 RGB: 0/91/187 HEX: #005bbb	Hayes Hall White CMYK: 0/0/0/0 PMS: White RGB: 255/255/255 HEX: #ffffff	Solar Strand CMYK: 0/19/89/0 PMS: 123 RGB: 255/199/44 HEX: #ffc72c	Olmsted Green CMYK: 56/2/78/5 PMS: 7489 RGB: 109/160/75 HEX: #6da04b	Baird Point CMYK: 5/11/8/12 PMS: 434 RGB: 228/228/228 HEX: #e4e4e4
Department of Chemical and Biological Engineering (CBE)		UB Blue CMYK: 100/53/0/0 PMS: 2935 RGB: 0/91/187 HEX: #005bbb	Hayes Hall White CMYK: 0/0/0/0 PMS: White RGB: 255/255/255 HEX: #ffffff	Niagara Whirlpool CMYK: 96/9/32/29 PMS: 7474 RGB: 0/101/112 HEX: #006570	Lake LaSalle CMYK: 66/0/39/0 PMS: 3265 RGB: 0/166/156 HEX: #00a69c	Putnam Gray CMYK: 30/22/17/57 PMS: COOL GRAY 9 RGB: 102/102/102 HEX: #666666
Department of Civil, Structural and Environmental Engineering (CSEE)		UB Blue CMYK: 100/53/0/0 PMS: 2935 RGB: 0/91/187 HEX: #005bbb	Hayes Hall White CMYK: 0/0/0/0 PMS: White RGB: 255/255/255 HEX: #ffffff	Olmsted Green CMYK: 56/2/78/5 PMS: 7489 RGB: 109/160/75 HEX: #6da04b	Victor E. Blue CMYK: 67/2/0/0 PMS: 298 RGB: 47/159/208 HEX: #2f9fd0	Greiner Green CMYK: 10/0/95/0 PMS: 396 RGB: 235/236/0 HEX: #ebec00
Department of Computer Science and Engineering (CSE)		UB Blue CMYK: 100/53/0/0 PMS: 2935 RGB: 0/91/187 HEX: #005bbb	Hayes Hall White CMYK: 0/0/0/0 PMS: White RGB: 255/255/255 HEX: #ffffff	Victor E. Blue CMYK: 67/2/0/0 PMS: 298 RGB: 47/159/208 HEX: #2f9fd0	Harriman Blue CMYK: 100/30/19/76 PMS: 3035 RGB: 0/47/86 HEX: #002f56	Solar Strand CMYK: 0/19/89/0 PMS: 123 RGB: 255/199/44 HEX: #ffc72c
Department of Electrical Engineering (EE)		UB Blue CMYK: 100/53/0/0 PMS: 2935 RGB: 0/91/187 HEX: #005bbb	Hayes Hall White CMYK: 0/0/0/0 PMS: White RGB: 255/255/255 HEX: #ffffff	Solar Strand CMYK: 0/19/89/0 PMS: 123 RGB: 255/199/44 HEX: #ffc72c	Harriman Blue CMYK: 100/30/19/76 PMS: 3035 RGB: 0/47/86 HEX: #002f56	Putnam Gray CMYK: 30/22/17/57 PMS: COOL GRAY 9 RGB: 102/102/102 HEX: #666666
Department of Engineering Education (DEE)		UB Blue CMYK: 100/53/0/0 PMS: 2935 RGB: 0/91/187 HEX: #005bbb	Hayes Hall White CMYK: 0/0/0/0 PMS: White RGB: 255/255/255 HEX: #ffffff	Letchworth Autumn CMYK: 0/72/70/0 PMS: 7416 RGB: 229/106/84 HEX: #e56a54	Niagara Whirlpool CMYK: 96/9/32/29 PMS: 7474 RGB: 0/101/112 HEX: #006570	Harriman Blue CMYK: 100/30/19/76 PMS: 3035 RGB: 0/47/86 HEX: #002f56
Department of Industrial and Systems Engineering (ISE)		UB Blue CMYK: 100/53/0/0 PMS: 2935 RGB: 0/91/187 HEX: #005bbb	Hayes Hall White CMYK: 0/0/0/0 PMS: White RGB: 255/255/255 HEX: #ffffff	Bronze Buffalo CMYK: 9/35/98/30 PMS: 1255 RGB: 173/132/31 HEX: #ad841f	Putnam Gray CMYK: 30/22/17/57 PMS: COOL GRAY 9 RGB: 102/102/102 HEX: #666666	Baird Point CMYK: 5/11/8/12 PMS: 434 RGB: 228/228/228 HEX: #e4e4e4
Department of Materials Design and Innovation (MDI)		UB Blue CMYK: 100/53/0/0 PMS: 2935 RGB: 0/91/187 HEX: #005bbb	Hayes Hall White CMYK: 0/0/0/0 PMS: White RGB: 255/255/255 HEX: #ffffff	Harriman Blue CMYK: 100/30/19/76 PMS: 3035 RGB: 0/47/86 HEX: #002f56	Baird Point CMYK: 5/11/8/12 PMS: 434 RGB: 228/228/228 HEX: #e4e4e4	Bronze Buffalo CMYK: 9/35/98/30 PMS: 1255 RGB: 173/132/31 HEX: #ad841f
Department of Mechanical and Aerospace Engineering (MAE)		UB Blue CMYK: 100/53/0/0 PMS: 2935 RGB: 0/91/187 HEX: #005bbb	Hayes Hall White CMYK: 0/0/0/0 PMS: White RGB: 255/255/255 HEX: #ffffff	Greiner Green CMYK: 10/0/95/0 PMS: 396 RGB: 235/236/0 HEX: #ebec00	Solar Strand CMYK: 0/19/89/0 PMS: 123 RGB: 255/199/44 HEX: #ffc72c	Harriman Blue CMYK: 100/30/19/76 PMS: 3035 RGB: 0/47/86 HEX: #002f56