



University Place

CAMPUS LOGO

Primary Logo on Light



University Place

Primary Logo on Dark



University Place

Square Logo on Light



University Place

Square Logo on Dark



University Place

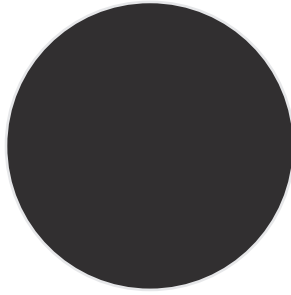
COLOR PALETTE

Primary Gradient



HEX 1997c1 - 40ac8e
RGB 130 185 112
CMYK 89 20 13 0-84 1 60 0
Angle 40°

Charcoal



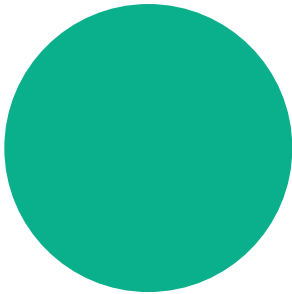
HEX 312f30
RGB 49 47 48
CMYK 69 65 62 61

White



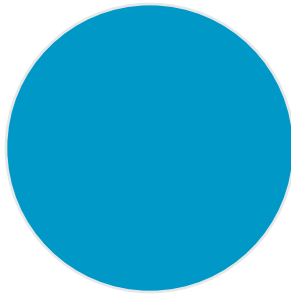
HEX ffffff
RGB 255 255 255
CMYK 0 0 0 0

Secondary Green



HEX 40ac8e
RGB 64 172 142
CMYK 84 1 60 0

Secondary Blue



HEX 1997c1
RGB 25 151 193
CMYK 89 20 13 0

TYPOGRAPHY

Logo Font

Myriad Pro Bold

Kerning -28

Myriad Pro Regular

Kerning -28

Secondary Font

P O P P I N S L I G H T

Kerning 400

Primary Copy Font

Poppins light

Kerning 0

BUILDING LOGOS

University Place 

University Place 

University Place 

University Place 

University Place 

University Place 

University Place 

University Place 



University Place



University Place



University Place



University Place



University Place



University Place



University Place



University Place

SECONDARY LOGO COLORS

Solid Charcoal



Solid White



ASSETS

LOGO ICON



SECONDARY LOGO ICON



PROFILE IMAGE



SECONDARY PROFILE IMAGE



SOCIAL TAGS

