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*Questions about  
information in this guide?  
Contact Reynolda Campus  
Creative Services or  
Bowman Gray Campus  
Creative Communications.*

## Colors and Paper Stock

Primary Palette

Secondary Palette

Neutral Palette

Paper Stock

FAQ

*Always reproduce colors using the formulas specified in this guide. Do not use the standard software translation values when converting PMS colors to CMYK or RGB.*

*Always reproduce the colors in the Primary Palette at 100%; do not screen.*



PMS	CMYK	RGB	HEX
PMS 8640	35, 45, 92, 12	158, 126, 56	9E7E38
Black	0, 0, 0, 100	0, 0, 0	000000

PANTONE® and PANTONE MATCHING SYSTEM® (PMS) are the property of Pantone, Inc. The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. For accurate standards, refer to current PANTONE® publications.

The primary colors for Wake Forest University are Wake Forest Gold and black.

These are the traditional colors of our University and evoke a rich heritage that has been part of Wake Forest from the beginning.

Wake Forest Gold suggests prestige and nobility, qualities that reflect the stature of our institution. Yet it is also a warm color, indicating the humanity at the heart of our achievements.

Wake Forest Gold is generally best when used in judicious amounts rather than as the dominant color in an application.

Black is the color of boldness and strength, reflected in the confidence and courage that characterize the Wake Forest academic culture.

For examples of appropriate use of the Primary Palette, please refer to the Brochures section of this guide.

*Offset printers should always reproduce colors using the formulas specified in this guide. Do not use the standard software translation values when converting PMS colors to CMYK or RGB.*

*Vendors using a method other than offset printing should use a formula that achieves the best match with PMS 8640.*

*Always reproduce the colors in the Primary Palette at 100%; do not screen.*



PMS	CMYK	RGB	HEX
PMS 484	8, 88, 98, 25	152, 50, 34	82231C
PMS 229	24, 100, 17, 55	102, 32, 70	511536
PMS 5275	68, 57, 10, 22	85, 81, 123	443E67
PMS 5405	65, 25, 13, 35	68, 105, 125	375669
PMS 575	50, 0, 90, 40	85, 118, 48	456525
PMS 5555	55, 11, 39, 25	106, 138, 127	59786C
PMS 450	31, 31, 88, 64	79, 76, 37	3D3C1D
PMS Warm Gray 10	49, 45, 48, 18	118, 106, 98	625750

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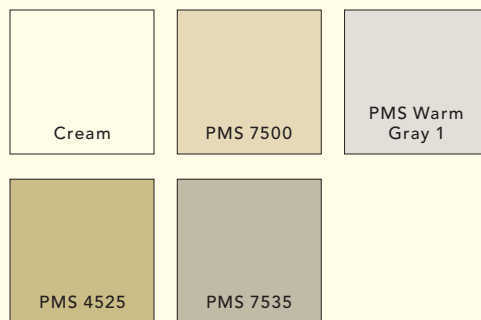
The secondary colors for Wake Forest University are designed to complement our primary colors, Wake Forest Gold and black.

Like our primary colors, the colors in the Secondary Palette express the richness and depth of character associated with Wake Forest. Yet there is an undertone of warmth, making these hues ideal for communicating our focus on human values.

Remember that these secondary colors are subordinate to our primary colors. They should play a supporting role in their usage, complementing but never overpowering the primary colors.

For examples of appropriate use of the Secondary Palette, please refer to the Brochures section of this guide.

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PMS	CMYK	RGB	HEX
Cream	0, 0, 10, 0	255, 253, 232	FFFDE8
PMS 7500	3, 4, 27, 2	225, 216, 183	E7DCBA
PMS Warm Gray 1	2, 3, 7, 8	224, 222, 216	E5E0D9
PMS 4525	8, 10, 40, 16	198, 188, 137	C1B58A
PMS 7535	17, 14, 23, 8	190, 185, 166	C2BDAD

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Neutral colors provide a visual stage for other colors and graphic elements. As the name implies, they should recede, allowing other visual elements to dominate.

These muted neutrals from the warm end of the spectrum reflect our University’s humanistic perspective.

Neutral colors are ideal as backgrounds behind other visual elements such as the Wake Forest logo, photography, graphics and typography.

For examples of appropriate use of the Neutral Palette, please refer to the Brochures section of this guide.

*Wake Forest University is committed to environmental responsibility, as reflected in its selection of recycled paper stocks for official University communications.*

*For questions about paper stock usage, contact Reynolda Campus [Creative Services](#) or Bowman Gray Campus [Creative Communications](#).*

## STATIONERY

The paper stock for all stationery items is Neenah Environment PC100 White. It is a 100-percent post-consumer-waste (PCW), FSC certified paper.

## COLLATERAL MATERIALS

*The paper stock for all uncoated collateral materials is:*

Neenah Environment PC100 White – 100% PCW – FSC  
Sundance Ultra White – 30% PCW – Green Seal certified  
Domtar Cougar 10% PCW – FSC

*The paper stock for all coated collateral materials is:*

Sappi Lustro Offset Environment White (Dull White) – 30% PCW  
Utopia U2 and U2:XG Dull or Matte White. U2 is FSC and 10% PCW, U2:XG is FSC and 30% PCW  
Eco Varsity Matte White 30% PCW

If there is a need for the occasional use of specialty papers, select stocks that have at least 10% post-consumer waste content.