

COLOR PALETTE

The United logo is unique in that it fully embraces its printing capabilities. The vibrant and varied color palette helps United communicate with a unified voice, enabling people to identify the brand at a glance. Color can convey different emotions and color use should be explored for the most impact. Never substitute different colors for the brand colors.

Use primary colors for when a background or accent color is desired (see page 13 for marketing and product sheet template examples).




COLOR CONSISTENCY

Ink colors are affected by many variables including printing method, paper color and texture. Our objective is to achieve a very close color match to the approved color palette.

Do not use this reproduction for color matching; refer to the Pantone® color swatch books when specifying ink colors.

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PRIMARY COLOR PALETTE

	CMYK 0C 0M 0Y 90K RGB 65R 65G 65B		PANTONE 632C CMYK 100C 5M 20Y 0K RGB 0R 165G 199B		PANTONE 390C CMYK 40C 0M 100Y 0K RGB 165R 206G 57B
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COLOR BUILDS USED IN THE LOGO

	CMYK 15C 0M 80Y 0K RGB 225R 229G 88B		CMYK 28C 5M 89Y 0K RGB 194R 207G 72B		CMYK 52C 6M 80Y 0K RGB 134R 188G 99B
	CMYK 71C 12M 66Y 1K RGB 75R 166G 123B		CMYK 80C 20M 20Y 0K RGB 0R 157G 188B		CMYK 100C 35M 10Y 0K RGB 0R 120G 17B
	CMYK 0C 0M 100Y 0K RGB 255R 242G 0B		CMYK 12C 0M 100Y 0K RGB 232R 230G 17B		CMYK 40C 0M 100Y 0K RGB 165R 206G 57B
	CMYK 60C 3M 35Y 0K RGB 97R 90G 179B		CMYK 100C 5M 20Y 0K RGB 0R 165G 199B		