

University Logos

Primary - Horizontal



Vertical/Stacked Variations



"B" Spirit Mark



University Colors - Hex/RGB codes

Main Colors

Red #CD163F rgb (205, 22, 63)	Black #231F20 rgb (0, 0, 0)	White #FFFFFF rgb (255, 255, 255)	Light Gray #e2e2e2 rgb (226, 226, 226)	Med Gray #231F20 rgb (167, 169, 172)	Dark Gray #666666 rgb (102, 102, 102)
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Link/Rollover Color (80% Opacity)

Red rgba (205, 22, 63, 0.8)	CSS transition transition: 250ms color ease-in-out or transition: 250ms background-color ease-in-out
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Avenir (licensed from Fonts.com)

Avenir Book

```
@font-face{
  font-family:"Avenir LT W01_45 Book1475508";
  src:url("/path-to-font-files/065a6b14-b2cc-446e-9428-271c570df0d9.woff2") format("woff2"),url("/path-to-font-files/65d75eb0-2601-4da5-a9a4-9ee-67a470a59.woff") format("woff");
  font-display:swap;
}
```

Avenir Book Oblique

```
@font-face{
  font-family:"Avenir LT W01_45 Book O1475514";
  src:url("/path-to-font-files/476612d9-282d-4f76-95cd-b4dd31e7ed21.woff2") format("woff2"),url("/path-to-font-files/f1ebae2b-5296-4244-8771-5f40e60a564a.woff") format("woff");
  font-display:swap;
}
```

Avenir Medium

```
@font-face{
  font-family:"Avenir LT W01_65 Medium1475532";
  src:url("/path-to-font-files/17b90ef5-b63f-457b-a981-503bb7afe3c0.woff2") format("woff2"),url("/path-to-font-files/c9aeeabd-dd65-491d-b4be-3e0d-b9ae47a0.woff") format("woff");
  font-display:swap;
}
```

Avenir Medium Oblique

```
@font-face{
  font-family:"Avenir LT W01_65 Medium1475538";
  src:url("/path-to-font-files/deb5e718-7abb-4df3-9365-edfa95317090.woff2") format("woff2"),url("/path-to-font-files/04801919-17ee-4c6b-8b17-eb-1965cb3ed6.woff") format("woff");
  font-display:swap;
}
```

Avenir Heavy

```
@font-face{
  font-family:"Avenir LT W01_85 Heavy1475544";
  src:url("/path-to-font-files/d513e15e-8f35-4129-ad05-481815e52625.woff2") format("woff2"),url("/path-to-font-files/61bd362e-7162-46bd-b67e-28f366c4afbe.woff") format("woff");
  font-display:swap;
}
```

Avenir Heavy Oblique

```
@font-face{
  font-family:"Avenir LT W01_85 Heavy_1475550";
  src:url("/path-to-font-files/3c210c80-960f-4684-850b-25390b4d08af.woff2") format("woff2"),url("/path-to-font-files/cb5c71ad-e582-4d00-929c-67fb-faeb1c27.woff") format("woff");
  font-display:swap;
}
```

Avenir Black

```
@font-face{
  font-family:"Avenir LT W01_95 Black1475556";
  src:url("/path-to-font-files/c78eb7af-a1c8-4892-974b-52379646fef4.woff2") format("woff2"),url("/path-to-font-files/75b36c58-2a02-4057-a537-09af-0832ae46.woff") format("woff");
  font-display:swap;
}
```

Avenir Black Oblique

```
@font-face{
  font-family:"Avenir LT W01_95 Black_1475562";
  src:url("/path-to-font-files/a2477e08-09d9-4d4b-97a9-23a1e22cb44c.woff2") format("woff2"),url("/path-to-font-files/19d12bba-92b1-43ad-9bab-cd36a4195c2a.woff") format("woff");
  font-display:swap;
}
```