

BUTLER UNIVERSITY

BRAND GUIDE



PRIMARY MARKS

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HINKLE FIELD HOUSE LOGOS

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UNIVERSITY SEALS

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INSTITUTIONAL MARKS

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COLLEGE SPECIFIC MARKS

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BUTLER

COLLEGE of LIBERAL
ARTS and SCIENCES

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COLLEGE of LIBERAL
ARTS and SCIENCES

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ARTS and SCIENCES

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BUTLER

COLLEGE of PHARMACY
and HEALTH SCIENCES

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BUTLER

COLLEGE of PHARMACY
and HEALTH SCIENCES

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COLLEGE of PHARMACY
and HEALTH SCIENCES

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and HEALTH SCIENCES

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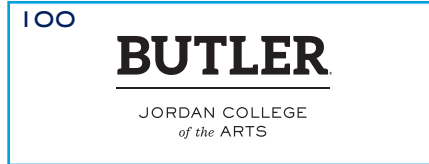
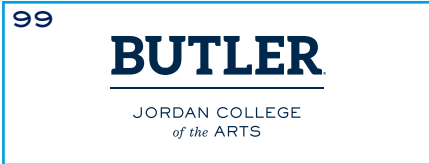
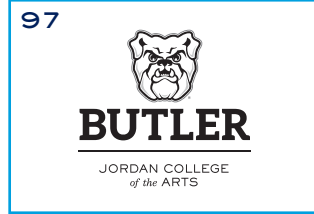
BUTLER | COLLEGE of PHARMACY
and HEALTH SCIENCES

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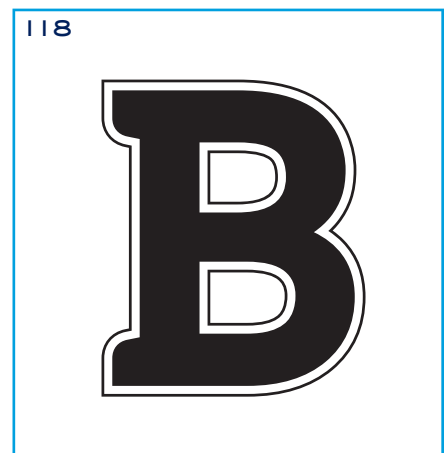
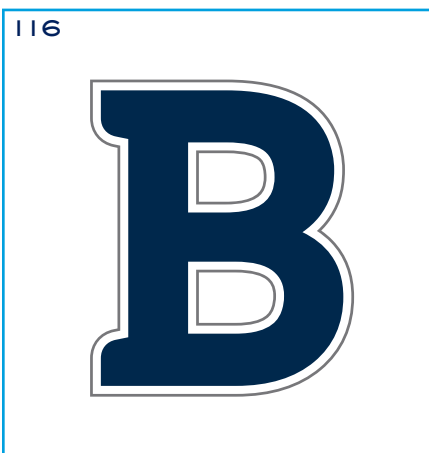
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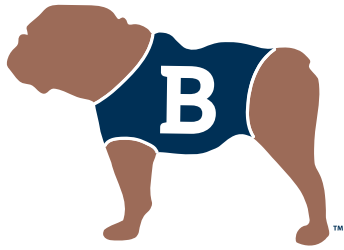
B MARKS



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BUTLER BLUE LIVE MARKS

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PMS 4715 C

PMS 540 C

ESPORTS MARKS

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OFFICIAL COLORS

BUTLER BLUE

PMS 2767c
CMYK 100, 90, 10, 77
RGB 19, 41, 75
HEX 12284C

BRIGHT BLUE

PMS 299 c
CMYK 86, 8, 0, 0
RGB 0, 163, 224
HEX 00A0DF

COOL GRAY

PMS 621c
CMYK 12, 1, 12, 2
RGB 209, 224, 215
HEX CEDFD7

MASCOT LIGHT GRAY

PANTONE COOL GRAY 3 C
CMYK 18, 13, 10, 0
RGB 200, 201, 199
HEX C8C8C8

MASCOT DARK GRAY

PANTONE COOL GRAY 9 C
CMYK 50, 40, 34, 17
RGB 117, 120, 123
HEX 76777A

BLACK

PANTONE PROCESS BLACK C
CMYK 20, 20, 20, 100
RGB 25, 25, 25
HEX 130C0E

WHITE

WHITE
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFFFF

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