

Paint Color Guide



Guidelines for selecting UWF colors for interior paint

This document outlines the paint equivalent of the UWF institutional color palette to ensure the consistent use of official UWF colors across campus. Listed below are the BEHR brand colors that best translate our institution's colors into interior paint.

Blue Values

UWF Blue:

Deep River P500-6D

Nautilus Blue:

El Capitan MQ4-56M

Lune Blue:

Blue Sarong P490-2U

Midnight:

Shasta Lake M490-7D

***Argo Blue (Reserved):**

Celebration Blue MQ4-57D

***Argo Navy (Reserved):**

Dark Denim S510-7D

Green Values

UWF Green:

Emerald Forest MQ4-49D

Cannon Green:

Sassy Grass P360-7D

Spring Green:

Citrus Peel P360-5M

Pine:

Chard MQ6-49D

***Argo Green (Reserved):**

Balsam MQ4-15D

Gray Values

Armadillo Gray:

Anonymous 780F-5M

***Argo Gray (Reserved):**

Silver Bullet N520-2U

**UWF's athletic palette is reserved for use by Argonaut Athletics. Limited exceptions are made on a case-by-case basis.*

No need to buy BEHR paint!

Places like Lowes and Home Depot are able to match paint colors across different brands. Providing the BEHR color name allows them pull up the color-specific formula to produce the correct color even if you are buying a paint brand that is not BEHR.

For more information about use of colors, please consult the color section on the Brand Portal at uwf.edu/brand/color.