

VISUAL IDENTITY COLOUR PALETTE

August 2025



THE UNIVERSITY OF BRITISH COLUMBIA

PRIMARY COLOURS

UBC Blue PMS 282	C100 M90 Y13 K68 R0 G33 B69 HEX 002145
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SECONDARY COLOURS

PMS 2935	C100 M68 Y4 K0 R0 G85 B183 HEX 0055B7
PMS 3005	C100 M35 Y0 K2 R0 G119 B200 HEX 0077C8
PMS 2995	C80 M12 Y1 K0 R0 G167 B225 HEX 00A7E1
PMS 298	C64 M10 Y1 K0 R64 G180 B229 HEX 40B4E5

White	C0 M0 Y0 K0 R255 G255 B255 HEX FFFFFF
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PMS 297	C52 M5 Y3 K0 R110 G196 B232 HEX 6EC4E8
PMS 2975	C38 M2 Y5 K0 R151 G212 B233 HEX 97D4E9
*UBC Video Blue	R0 G19 B40 HEX 001328
PMS 8383 Gold	C34 M36 Y67 K20 R168 G149 B101 HEX A89565

IMPORT A PALETTE

UBC brand colour palettes that can be used in Adobe CC programs are available for download on brand.ubc.ca. The palettes are available in CMYK/PMS and RGB/HEX colour models.

Adobe Illustrator: Click on the list icon in the top right corner of the colour swatch panel. Select “Open Swatch Library” and then “Other Library.” Choose one of the UBC colour palette files.

Adobe Photoshop and InDesign: Click on the list icon in the top right corner of the swatch panel. Select “Load Swatches” and find your saved palette file.

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Note: this document was created in a CMYK colour space. Converting it to RGB may result in colour variations. Please use this file for reference only.

**UBC Video Blue was designed to visually match PMS 282 specifically for RGB video applications.*