

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

White

C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFFFF

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

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.*