



# VISUAL IDENTITY

## COLOUR PALETTE

JULY 2016

### Primary Colours

<b>UBC Blue</b> PMS 282	C100 M90 Y13 K68 R12 G35 B68 HEX 002145
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White	C0 M0 Y0 K0 R255 G255 B255 HEX FFFFFFFF
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### Secondary Colours

PMS 2935	C100 M68 Y4 K0 R0 G85 B183 HEX 0055B7
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PMS 2995	C80 M12 Y1 K0 R0 G167 B225 HEX 00A7E1
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PMS 298	C64 M10 Y1 K0 R64 G180 B229 HEX 40B4E5
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PMS 297	C52 M5 Y3 K0 R110 G196 B232 HEX 6EC4E8
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PMS 2975	C38 M2 Y5 K0 R151 G212 B233 HEX 97D4E9
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### Import a Palette

UBC brand colour palettes that can be used in Adobe CC programs are available for download on [brand.ubc.ca](http://brand.ubc.ca). The palettes are available in PMS, CMYK and RGB colour modes.

**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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