

## 2.3 UBC COLOURS

---

### 2.3

#### UBC COLOURS

There is a good reason we use consistent colours in our UBC communications — it strengthens our relationships and increases our recognition as an institution around the world. Keep in mind there is an emotional connection that has been established with our colours, so please review and use consistently to increase positive association with our visual identity.

---

#### PRIMARY UBC COLOURS



#### Official UBC Colours

Our primary colours are UBC Blue (PMS 282) and white. Our secondary colours may be used to bring in a different personality or tone to communications, but should always be used in conjunction with UBC Blue.

#### SECONDARY UBC COLOURS



*PANTONE® is the property of Pantone LLC. The colors and CMYK breakdowns shown on this page and throughout this manual have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards.*