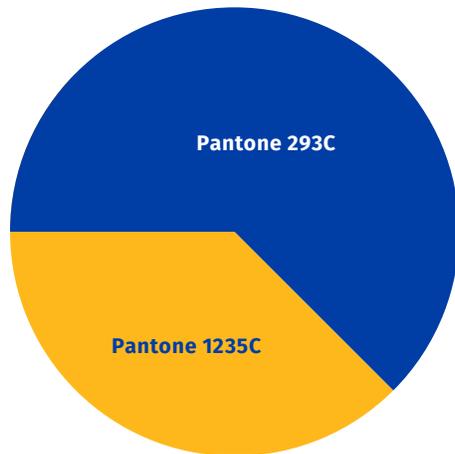


UCR COLORS

The primary colors of the UC Riverside visual identity are shown here. The dominant color should always be Pantone 293c complimented by Pantone 1235c. Proportional color use recommendation is shown in the pie graph below.

Visit brand.ucr.edu/ucr-colors for additional details.

Proportional color use recommendation:



Pantone 293c

C: 100 R: 0 HTML: 003DA5
M: 69 G: 61
Y: 0 B: 165
K: 4

Pantone 1235c

C: 0 R: 255 HTML: FFB81C
M: 31 G: 184
Y: 98 B: 28
K: 0

NOTE: Pantone® is a registered trademark of Pantone, Inc. Due to the inconsistent nature of monitors, screens, and desktop printers, please refer to the specific Pantone number when specifying or proofing color. All CMYK, RGB, and HTML values shown here are provided by the Pantone color manager and may not match Adobe or other alternate ways to specify such color values.

EXTENDED COLOR PALETTE

The extended color palette is intended to add a range of diverse colors for use in collateral and various other university communications. They are intended to be used with, and in compliment to, the primary color palette shown above.

Pantone 2925c

C: 85 R: 0 HTML: 009CDE
M: 21 G: 156
Y: 0 B: 222
K: 0

Pantone 120c

C: 0 R: 251 HTML: FBDB65
M: 13 G: 219
Y: 60 B: 101
K: 1

Pantone 368c

C: 65 R: 120 HTML: 78BE20
M: 0 G: 190
Y: 100 B: 32
K: 0

Pantone 165c

C: 0 R: 255 HTML: FF671F
M: 70 G: 103
Y: 100 B: 31
K: 0

Pantone 185c

C: 0 R: 228 HTML: E4002B
M: 93 G: 0
Y: 79 B: 43
K: 0