Carbon Neutrality Initiative
Brand Guidelines

PRIMARY COLORS

UC blue
PMS 299 C / UC
CMYK 69 10 0 0
RGB 18 149 216
HEX #1295D8

Blue
PMS 302 C / UC
CMYK 100 25 0 50
RGB 0 85 129
HEX #005581

Light blue
PMS 297 C / UC
CMYK 49 1 0 0
RGB 114 205 244
HEX #72CDF4

Gold
PMS 109 C / UC
CMYK 0 11 96 0
RGB 255 210 0
HEX FFD200

Light gold
PMS 107 C / UC
CMYK 0 2 79 0
RGB 255 229 82
HEX #FFE552
<table>
<thead>
<tr>
<th>Color</th>
<th>PMS/UC Color Code</th>
<th>CMYK Color Code</th>
<th>RGB Color Code</th>
<th>HEX Color Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange</td>
<td>172C / UC</td>
<td>0 58 79 0</td>
<td>255 110 27</td>
<td>#FF6E1B</td>
</tr>
<tr>
<td>Light orange</td>
<td>151C / UC</td>
<td>0 43 91 0</td>
<td>255 143 40</td>
<td>#FF8F28</td>
</tr>
<tr>
<td>Pink</td>
<td>RHODAMINE RED</td>
<td>11 66 0 0</td>
<td>228 76 154</td>
<td>#E4C9A</td>
</tr>
<tr>
<td>Light pink</td>
<td>230C / UC</td>
<td>3 34 0 0</td>
<td>255 178 224</td>
<td>#FE82E0</td>
</tr>
<tr>
<td>Teal</td>
<td>3145C / UC</td>
<td>100 10 29 20</td>
<td>119 139</td>
<td>#0077B</td>
</tr>
<tr>
<td>Light teal</td>
<td>7467C / UC</td>
<td>97 0 30 0</td>
<td>163 173</td>
<td>#00A3AD</td>
</tr>
<tr>
<td>UC gray</td>
<td>425C / UC</td>
<td>25 18 15 51</td>
<td>124 126 127</td>
<td>#7C7E7F</td>
</tr>
<tr>
<td>Warm gray 8</td>
<td>WARM GRAY 8</td>
<td>15 20 22 42</td>
<td>143 136 132</td>
<td>#8F8884</td>
</tr>
<tr>
<td>Warm gray 3</td>
<td>WARM GRAY 3</td>
<td>8 9 11 20</td>
<td>190 182 175</td>
<td>#BEB6AF</td>
</tr>
<tr>
<td>Warm gray 1</td>
<td>WARM GRAY 1</td>
<td>2 3 7 8</td>
<td>219 213 205</td>
<td>#DBD5CD</td>
</tr>
<tr>
<td>Metallic gold</td>
<td>872C / UC</td>
<td>0 21 60 30</td>
<td>180 151 90</td>
<td>#B4975A</td>
</tr>
</tbody>
</table>
To ensure legibility and recognizability, the wordmark must have a minimum amount of clear space around it. Use the space between the lockup and the wordmark (x) to determine the minimum unobstructed area around the logo (x).
These are sample applications of the lockup and are meant to illustrate possible uses of the logo.
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EXAMPLE – CO-BRANDING

These are sample applications of the lockup and are meant to illustrate possible uses of the logo.
EXAMPLE – TOTE BAG

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