

PRIMARY COLORS

Colors

The primary colors are Pantone 299 (blue) and Pantone 116 (gold) should be predominantly used in all materials created for UC CalFresh programs. Secondary colors allow greater flexibility in use while retaining a distinctive identity. By limiting promotional materials and branded documents to these primary and secondary colors, we can encourage recognition and consistency of the UC CalFresh brand. Equivalent formulas for four-color and digital media are noted as well.



UC Blue
PMS 299C /UC
CMYK 95 21 0 0
RGB 18 149 216
HEX # 1295D8



UC Gold
PMS 116C /UC
CMYK 0 34 100 0
RGB 255 181 17
HEX # FFB511

SECONDARY COLORS



Blue
PMS 302C /UC
CMYK 100 65 24 11
RGB 0 85 129
HEX # 005581



Teal
PMS 3145C /UC
CMYK 100 35 39 7
RGB 0 119 139
HEX # 00778B



Light Blue
PMS 297C /UC
CMYK 64 0 4 0
RGB 114 205 244
HEX # 72CDF4



Light Teal
PMS 7467C /UC
CMYK 100 4 36 0
RGB 0 163 173
HEX # 00A3AD



Gold
PMS 109C /UC
CMYK 0 18 100 0
RGB 255 210 0
HEX # FFD200



UC Gray
PMS 425C /UC
CMYK 53 43 43 8
RGB 124 126 127
HEX # 7C7E7F



Light Gold
PMS 107C /UC
CMYK 0 7 84 0
RGB 255 229 82
HEX # FFE552



Warm Gray 8
PMS WARM GRAY 8C /UC
CMYK 44 42 43 5
RGB 134 136 132
HEX # 8F8884



Orange
PMS 172C /UC
CMYK 0 71 92 0
RGB 255 100 27
HEX # FF6E1B



Warm Gray 3
PMS WARM GRAY 3C /UC
CMYK 24 24 27 0
RGB 190 182 175
HEX # BEB6AF



Light Orange
PMS 151C /UC
CMYK 0 55 91 0
RGB 255 143 40
HEX # FF8F28



Warm Gray 1
PMS WARM GRAY 1C /UC
CMYK 12 12 16 0
RGB 219 213 205
HEX # DBD5CD



Pink
PMS RHODAMINE RED C/UC
CMYK 0 84 1 0
RGB 228 76 154
HEX # E44C9A



Metallic Gold
PMS 872C /UC
CMYK 25 39 78 2
RGB 180 151 90
HEX # B4975A



Light Pink
PMS 230C /UC
CMYK 0 38 0 0
RGB 255 178 224
HEX # FFB2E0

Fonts

Arial

Our primary typefaces is Arial. This contemporary font, designed to perform well on the screen and at small sizes.

Lucida Sans

As a secondary typeface, Lucida Sans may also be used.