Color Palettes

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Color Palettes Overview

The UCSF Medical Center and UCSF Benioff Children’s Hospital color palettes were carefully developed to give a cohesive, identifiable look and feel to everything we design. They were developed as an extension of the UCFSF “master brand” palettes, and are meant to work independently as well as alongside master brand materials. Like other design elements, a well-managed palette will allow our materials to be viewed as a cohesive whole, yet be flexible enough to communicate a wide variety of programs and types of information. It is mandatory for all internal and external communications to feature only the palettes provided.
Our color palettes communicate our unique identity while supporting the UC and UCSF palettes. The identity system palette consists of saturated tones that work together and reflect the vibrancy of our services.

All palette colors are identified by their PMS (Pantone Matching System) numbers for uncoated paper, which are used by printing professionals. When selecting colors for any printed or Web piece, choose colors from this palette.

Spot, CMYK, RGB and Web values have been provided for all colors to ensure color fidelity across media. Never use other-than-approved colors.

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### Primary Color Palette

- **Pantone 2935 C**
  - CMYK: 100 C, 52 M, 0 Y, 0 K
  - RGB: 0 R, 87 G, 184 B
  - Web: #0057B8

- **Pantone Warm Gray 6 U**
  - CMYK: 11 C, 14 M, 18 Y, 32 K
  - RGB: 162 R, 155 G, 150 B
  - Web: #A29B96

- **Black**
  - CMYK: 0 C, 0 M, 0 Y, 100 K
  - RGB: 78 R, 74 G, 71 B
  - Web: #4E4A47

### Secondary Color Palette

- **Pantone 186 U**
  - CMYK: 1 C, 91 M, 72 Y, 3 K
  - RGB: 210 R, 81 G, 94 B
  - Web: #D2515E

- **Pantone 158 U**
  - CMYK: 0 C, 50 M, 84 Y, 0 K
  - RGB: 238 R, 127 G, 75 B
  - Web: #EE7F4B

- **Pantone 123 U**
  - CMYK: 0 C, 28 M, 98 Y, 0 K
  - RGB: 255 R, 172 G, 42 B
  - Web: #FFAC2A

- **Pantone 377 U**
  - CMYK: 44 C, 3 M, 98 Y, 20 K
  - RGB: 114 R, 143 G, 65 B
  - Web: #728F41

- **Pantone 3285 U**
  - CMYK: 82 C, 0 M, 51 Y, 0 K
  - RGB: 144 R, 129 G, 6 B
  - Web: #009081

- **Pantone 2665 U**
  - CMYK: 48 C, 55 M, 0 Y, 0 K
  - RGB: 140 R, 111 G, 202 B
  - Web: #8C6FCA
The tertiary palette colors provide more subtle hues to offset the bright vibrancy of the primary and secondary color palettes. These are appropriate to use for backgrounds and accents. Please follow these guidelines when using the tertiary palette colors:

- The tertiary palette should only be used to accent the primary and secondary palettes.
- A primary or secondary palette color should always be the dominant color.
- Typography should never be set in the tertiary palette colors.
Color Palettes

UCSF Benioff Children’s Hospital Color Palette

The colors of the UCSF Benioff Children’s Hospital identity system are based on UCSF Medical Center’s palettes and support the UC and UCSF palettes.

All palette colors are identified by their PMS (Pantone Matching System) numbers for uncoated paper, which are used by printing professionals. When selecting colors for any printed piece, choose colors from these palettes.

Spot, CMYK, RGB and Web values have been provided for all colors to ensure color fidelity across media. Never use other-than-approved colors.

Primary Color Palette

- **Pantone 2935 C**
  - CMYK: 100 C 52 M 0 Y 0 K
  - RGB: 0 R 87 G 184 B
  - Web: 0057B8
- **Pantone 158 U**
  - CMYK: 0 C 50 M 84 Y 0 K
  - RGB: 238 R 127 G 75 B
  - Web: EE7F4B
- **Black**
  - CMYK: 0 C 0 M 0 Y 100 K
  - RGB: 78 R 74 G 71 B
  - Web: 4E4A47

Secondary Color Palette

- **Pantone 192 U**
  - CMYK: 0 C 85 M 57 Y 0 K
  - RGB: 238 R 83 G 107 B
  - Web: EE536B
- **Pantone 2665 U**
  - CMYK: 48 C 55 M 0 Y 0 K
  - RGB: 140 R 111 G 202 B
  - Web: 8C6FCA
- **Pantone 109 U**
  - CMYK: 0 C 11 M 96 Y 0 K
  - RGB: 255 R 199 G 0 B
  - Web: FFC700

- **Pantone 383 U**
  - CMYK: 29 C 3 M 99 Y 19 K
  - RGB: 142 R 154 G 54 B
  - Web: 8E9A36
- **Pantone 3275 U**
  - CMYK: 68 C 0 M 39 Y 0 K
  - RGB: 0 R 170 G 147 B
  - Web: 00A993
- **Pantone 2925 U**
  - CMYK: 67 C 12 M 0 Y 0 K
  - RGB: 146 R 151 G 219 B
  - Web: 4097DB
The tertiary palette colors provide more subtle hues to offset the bright vibrancy of the primary and secondary color palettes. These are appropriate to use for backgrounds and accents. Please follow these guidelines when using the tertiary palette colors:

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- A primary or secondary palette color should always be the dominant color.
- Typography should never be set in the tertiary palette colors.