This is the Bren School’s “lockup” which is a version of the UCSB logo that includes our school’s name. It may be referred to as the “Bren logo” informally. Please use original files. Do not reproduce, change proportions, or skew logo.

Alternate color versions of the lockup may be used when a single color is needed, such as printing merchandise, black/white designs, or as needed. The original 2-color lockup should be used primarily, as much as possible.

Just the “Leaf Artwork” may be used in special cases, such as certain merchandise, or for artistic effect, but should not be substituted for the lockup on letterhead, websites, or collateral.
**Bren Logo Colors**

These are the brand colors used in the Bren School lockup, websites, and collateral.

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**Leaf Green:**
- PMS 7737C
- CMYK: 64/5/100/1
- RGB: 121/165/64
- #79A540

This color is unique to Bren's lockup (logo) and doesn't appear on the website.

**Navy:**
- PMS 2955C
- CMYK: 100/60/10/53
- RGB: 0/54/96
- #003660
Web Colors (RGB)

These are the RGB colors used on the Bren website: bren.ucsb.edu. Whenever possible, they should be used as a color palette on faculty websites, lab/group websites, and other official Bren affiliations. Note: Colors present differently from browser to browser.

UCSB Navy
RGB: 0/54/96
#003660

UCSB Aqua
RGB: 4/124/145
#047C91

UCSB Sandstone Light
RGB: 237/234/223
#EDEADF

UCSB Moss
RGB: 109/125/51
#6D7D33

not to be confused with Bren Leaf Green used ONLY in the lockup (logo)

UCSB Mist Light
RGB: 218/230/230
#DAE6E6

Menu blue
RGB: 0/90/163
#005AA3
# Print Colors (CMYK)

These are nearly the same colors in the web palette, but CMYK values for print. Also assume that pure black and white may also be used in print.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>PMS Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCSB Navy</td>
<td>CMYK: 100/60/10/53</td>
<td>PMS 2955C</td>
</tr>
<tr>
<td>UCSB Aqua</td>
<td>CMYK: 98/6/10/29</td>
<td>PMS 633C</td>
</tr>
<tr>
<td>UCSB Clay</td>
<td>CMYK: 3/3/6/7</td>
<td>PMS Warm Grey 1C</td>
</tr>
<tr>
<td>UCSB Moss</td>
<td>CMYK: 46/6/100/42</td>
<td>PMS 7496C</td>
</tr>
<tr>
<td>UCSB Mist</td>
<td>CMYK: 47/4/16/16</td>
<td>PMS 5493C</td>
</tr>
<tr>
<td>UCSB Light Grey</td>
<td>CMYK: 10/4/4/14</td>
<td>PMS 428C</td>
</tr>
<tr>
<td>Bren Leaf Green</td>
<td>CMYK: 64/5/100/1</td>
<td>PMS 7737C</td>
</tr>
<tr>
<td>UCSB Coral</td>
<td>CMYK: 0/85/100/4</td>
<td>PMS 7597C</td>
</tr>
<tr>
<td>UCSB Sea Green</td>
<td>CMYK: 83/0/40/11</td>
<td>PMS 7716C</td>
</tr>
</tbody>
</table>
Typography

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UCB Visual Identity Guidelines call for use of **Avenir** and **Produkt**. Avenir is the primary typeface and should be used in body, subheads, and headlines. Produkt is for very large headlines and quotes.

**Examples:** [brand.ucsb.edu/visual-identity/typography](http://brand.ucsb.edu/visual-identity/typography)