

# Design the Future:

## UC Irvine Esports 10<sup>th</sup> Anniversary Jersey Contest

### UC Irvine Brand Color Palette

#### Primary/Core Colors

##### UC Irvine Blue

PMS 7685  
CMYK: 93/73/11/1  
RGB: 37/87/153  
HEX#: 255799

##### UC Irvine Gold

PMS 116  
CMYK: 0/19/100/0  
RGB: 254/204/7  
HEX#: FECC07

#### Secondary Colors

##### Darkest Blue

PMS 289  
CMYK: 100/86/43/48  
RGB: 0/34/68  
HEX#: 002244

##### Teal Blue

PMS 7461  
CMYK: 98/24/01/03  
RGB: 0/131/190  
HEX#: 0083B3

##### Orange

PMS 715  
CMYK: 0/54/93/0  
RGB: 247/141/45  
HEX#: F78D2D

##### Dark Gray

PMS 425  
CMYK: 65/56/53/29  
RGB: 85/87/89  
HEX#: 555759

##### Dark Blue

PMS 654  
CMYK: 100/84/31/17  
RGB: 27/61/109  
HEX#: 1B3D6D

##### Turquoise

PMS 3125  
CMYK: 89/0/20/0  
RGB: 0/176/202  
HEX#: 00B0CA

##### Gold

PMS 130  
CMYK: 3/38/100/0  
RGB: 240/171/0  
HEX#: F0AB00

##### Light Gray

PMS 400  
CMYK: 23/21/26/0  
RGB: 197/190/181  
HEX#: C6BEB5

#### Accent Colors

##### Athletics Gold

PMS 123  
CMYK: 0/19/89/0  
RGB: 248/207/86  
HEX#: F8CF56

##### Green

PMS 362  
CMYK: 78/02/98/09  
RGB: 63/165/53  
HEX#: 629A40

##### Royal Blue

PMS 285  
CMYK: 100/45/0/19  
RGB: 0/114/206  
HEX#: 00639E

##### Bright Purple

PMS 2602  
CMYK: 68/100/0/0  
RGB: 124/16/154  
HEX#: 7C109A

##### Light Yellow

PMS 100  
CMYK: 05/01/76/0  
RGB: 247/235/95  
HEX#: F7EB5F

##### Lime Green

PMS 376  
CMYK: 53/0/96/0  
RGB: 122/184/0  
HEX#: 7AB800

##### Light Blue

PMS 549  
CMYK: 60/24/21/0  
RGB: 106/162/184  
HEX#: 6AA2B8

##### Magenta

PMS 674  
CMYK: 13/90/0/0  
RGB: 212/98/173  
HEX#: D462AD