

COLOR PALETTE

The brand colors are the Michelob ULTRA red (primary), dark red, blue and white (4% black) .

The white (4% black) is our primary background color in print/digital and should be used whenever possible.

The two reds are used in headlines, taglines and copy.

The blue is used as our accent color.

Our silver gradient should be used in the “M” script and made into a metallic silver whenever possible, i.e. packaging and out of home.

MICHELOB ULTRA RED

PANTONE 186C
CMYK: 12, 100, 92, 3
RGB: 208, 10, 44

MICHELOB ULTRA DARK RED

PANTONE 201C
CMYK: 24, 100, 78, 18
RGB: 164, 32, 54

MICHELOB ULTRA BLUE

PANTONE REFLEX BLUE C
CMYK: 100, 96, 12, 8
RGB: 0, 22, 138

MICHELOB ULTRA WHITE

PANTONE 663C
CMYK: 0, 0, 0, 4
RGB: 243, 244, 244

SILVER GRADIENT

100% GRADIENT

