2025 UCLA BLUE & GOLD CHALLENGE

LIMITED COLLECTOR'S EDITION ENAMEL PINS

SERIES III







CREATIVE BRIEF

Design a one-of-kind, exclusive set of enamel pins to be used as the annual UCLA Blue & Gold Challenge incentive item. To inspire donors to make a gift in support of the Challenge, we will be offering a set of **Limited Collector's Edition Enamel Pins** for any one-time gift of $25 or more to the fund designation of their choice (limit one set per gift transaction).

This commemorative series includes three brand new designs for 2025 that capture the many facets of Bruin fandom! Each individual enamel pin will measure 1" in diameter and include a 15mm magnetic, clothing-friendly back. The three-pin set will ship as a completely packaged unit — set against a 4.5" H x 2.125" W cover stock backer card and enclosed in a clear, plastic poly bag — and vibrantly branded with this year's Challenge theme: ***True Blue. Pure Gold.***

SERIES III: A CLOSER LOOK

CONCEPT NO. 1 | **BRUINS "B" ATHLETICS MARK — BLUE COLORWAY** (enlarged)

This design boldly features the Bruins "B" mark and will resonate with fans of UCLA Athletics — a significant legacy program in collegiate sports that has won a total of 124* NCAA national titles. Strategically, it will help drive gifts on **UCLA Athletics Day of Giving**, a special 24-hour challenge which takes place during Day #4 of the week-long Challenge.





PANTONE 285 C

PANTONE 1235 C

At time of conceptualization. UCLA currently holds a total of 127 NCAA championship titles as of 2026.

CONCEPT NO. 2 | **UCLA BLOCK SPECTRUM EDITION** (enlarged)

This impactful and stylized special edition pin features a retro "UCLA" geometric block type set in a cascading spectrum of vibrant colors selected from the tertiary palette of the UCLA brand style guide.





- PANTONE 806 C
- PANTONE 801 C
- PANTONE 803 C
- PANTONE 814 C
- PANTONE BLACK C
- WHITE

CONCEPT NO. 3 | **POWELL CAT** (enlarged)

This exclusive pin celebrates one of our campus' most beloved icons, Powell Cat — featuring a whimsical and one-of-a-kind illustration by talented artist and proud UCLA alumna, **Linsey Montgomery**. First spotted in 2015, this friendly feline was often spotted near its namesake, Powell Library, and soon captured the hearts of Bruins as the school's unofficial mascot. A bronze cast statue of Powell Cat was installed in Kerckhoff Hall earlier this summer to commemorate their legacy.





- PANTONE 2383 C
- PANTONE 109 C
- PANTONE 278 C
- PANTONE BLACK C
- WHITE

THE COLLECTION

LIMITED COLLECTOR'S EDITION ENAMEL PIN SERIES | 2023 – 2025

SERIES I



SERIES II



SERIES III



HOMEPAGE FEATURE

UCLA Blue&Gold Challenge

Get In It To Pin It

Your generosity is truly pin-spirational! As a special thank you for supporting this year's Blue & Gold Challenge, we're gifting you our **Limited Collector's Edition Enamel Pin Set**. This commemorative series includes three brand new designs for 2025 that capture the many facets of Bruin fandom!

Every donation of **$25 or more*** to the fund of your choice gets you an exclusive three-pin set. Hurry — quantities limited while supplies last!

CLAIM YOUR GIFT NOW

Limit one set per gift transaction of $25 or more.
*Your donation includes $5 in non-deductible benefits. All gifts to an existing fund are subject to the terms and conditions of that fund.



BACKER CARD DESIGN

COVER STOCK BACKER CARD | 4.5” W X 2.125” H (actual size)



FINAL PRODUCTION SAMPLE

LIMITED COLLECTOR'S EDITION ENAMEL PINS | SERIES III (2025)



FULFILLMENT MAILING

A7 OUTER MAILING ENVELOPE | 5.25" H x 7.25" W (actual size)

UCLA Giving

10889 Wilshire Boulevard, Suite 1500
Los Angeles, CA 90024-6516

Non-Profit Org.
U.S. Postage
PAID
University of
California
Los Angeles

A SPECIAL GIFT FOR YOU

FOLD-OVER CARD | 4.75” H x 6.75” W

10889 Wilshire Boulevard, Suite 1500, Los Angeles, CA 90024-6516 | **DONOR RELATIONS** (310) 794-2447 | giveto.ucla.edu

UCLA Giving



EXTERIOR

You’re truly pin-spirational.

Thank you for your generosity in supporting the **14th annual Blue & Gold Challenge**. This special week of giving is a tribute to all that is made possible when our amazing community joins together to give back. Alongside your fellow Bruins, **YOU** made a pin-credible impact and helped make this challenge one for the record books!

As a token of our appreciation, we are gifting you a **Limited Collector’s Edition Enamel Pin Set**! This special commemorative series includes three brand new designs for 2025 that capture the many facets of Bruin fandom.

Thanks again for your support and ***Go Bruins!***

INTERIOR