

PRIMARY PALETTES

Heritage

Berkeley Blue
HEX: 003262

California Gold
HEX: FDB515

Alternate Heritage

Founder's Rock
HEX: 3B7EA1

Web Medalist
HEX: C4820E

NEW

SECONDARY PALETTES

Neutrals

Wellman Tile
HEX: D9661F

Web Bay Fog
HEX: DDD5C7

NEW

Sather Gate
HEX: B9D3B6

**Web
Background
Grey**
HEX: EEEEEEE

NEW

Vibrants

Rose Garden
HEX: EE1F60

Lawrence
HEX: 00B0DA

Ion
HEX: CFDD45

Brights

Golden Gate
HEX: ED4E33

Web Lap Lane
HEX: 00A598

Web Soybean
HEX: 859438

NEW

NEW

Darks

South Hall
HEX: 6C3302

Web Pacific
HEX: 46535E

NEW

Stone Pine
HEX: 584F29

Web Grey
HEX: 888888

NEW

PLEASE NOTE: Some of these web colors have been modified from the previous version to comply with WCAG 2.0 level AA standards for type.

— **SMALL TEXT (under 18 pts) | Recommended color combinations** —

In compliance with the Americans with Disabilities Act (ADA), and to help serve those with low vision, our color palette is restricted on the web and in digital materials. Use this guide to inform web and digital color choices.

These color combinations meet the **WCAG 2.0 level AA** standards. For a better understanding of these standards, please check webaim.org/standards/wcag/checklist, or webaim.org/resources/contrastchecker/ for the color contrast checker.

<div><div><div>Berkeley Blue 003262</div><div>California Gold FDB515</div><div>Sather Gate B9D3B6</div><div>Ion CFDD45</div><div>Web Bay Fog DDD5C7</div><div>Lawrence 00B0DA</div><div>Web Lap Lane 00A598</div><div>White</div></div></div>	<div><div><div>White</div><div>Black</div></div><div><div>Web Medalist C4820E</div><div>Black</div></div></div>	<div><div><div>Black</div></div><div><div>Web Bay Fog DDD5C7</div><div>Berkeley Blue 003262</div><div>Stone Pine 584F29</div><div>Black</div></div></div>	<div><div><div>Berkeley Blue 003262</div><div>Founder's Rock 3B7EA1</div><div>Stone Pine 584F29</div><div>Web Pacific 46535E</div><div>South Hall 6C3302</div><div>Black</div></div></div>	<div><div><div>Berkeley Blue 003262</div><div>Black</div></div><div><div>Ion CFDD45</div><div>Berkeley Blue 003262</div><div>Stone Pine 584F29</div><div>Web Pacific 46535E</div><div>Black</div></div></div>
<div><div><div>California Gold FDB515</div><div>Berkeley Blue 003262</div><div>Stone Pine 584F29</div><div>Black</div></div></div>	<div><div><div>Sather gate B9D3B6</div><div>Berkeley Blue 003262</div><div>Web Pacific 46535E</div><div>Black</div></div></div>			

<div>Golden Gate ED4E33</div> <div>Black</div>	<div>South Hall 6C3302</div> <div>White</div>	<div>Web Grey 888888</div> <div>White</div> <div>Black</div>
<div>Web Lap Lane 00A598</div> <div>Black</div>	<div>Web Pacific 46535E</div> <div>Web Bay Fog DDD5C7</div> <div>Ion CFDD45</div> <div>White</div>	<div>White</div> <div>Berkeley Blue 003262</div> <div>Founder's Rock 3B7EA1</div> <div>Stone Pine 584F29</div> <div>Web Pacific 46535E</div> <div>South Hall 6C3302</div> <div>Black</div>
<div>Web Soybean 859438</div> <div>Black</div>	<div>Stone Pine 584F29</div> <div>California Gold FDB515</div> <div>Web Bay Fog DDD5C7</div> <div>White</div>	

Berkeley Blue 003262	Founder's Rock 3B7EA1	Wellman Tile D9661F	Rose Garden EE1F60	Golden Gate ED4E33
<div>California Gold FDB515</div> <div>Medalist E09E19</div> <div>Wellman Tile D9661F</div> <div>Sather Gate B9D3B6</div> <div>Web Bay Fog DDD5C7</div>	<div>California Gold FDB515</div> <div>Sather Gate B9D3B6</div> <div>Web Bay Fog DDD5C7</div> <div>Ion CFDD45</div> <div>White</div> <div>Black</div>	<div>White</div> <div>Black</div>	<div>White</div> <div>Black</div>	<div>White</div> <div>Black</div>
		<div>Sather gate B9D3B6</div>	<div>Lawrence 00B0DA</div>	<div>Web Lap Lane 00A598</div>
		<div>Berkeley Blue 003262</div> <div>Stone Pine 584F29</div> <div>South Hall 6C3302</div> <div>Web Pacific 46535E</div> <div>Black</div>	<div>Berkeley Blue 003262</div> <div>Black</div>	<div>White</div> <div>Black</div>
<div>California Gold FDB515</div>	<div>Web Medalist C4820E</div>		<div>Ion CFDD45</div>	<div>Web Soybean 859438</div>
<div>Berkeley Blue 003262</div> <div>Stone Pine 584F29</div> <div>Black</div>	<div>White</div> <div>Black</div>		<div>Berkeley Blue 003262</div> <div>Founder's Rock 3B7EA1</div> <div>Stone Pine 584F29</div> <div>Web Pacific 46535E</div> <div>Black</div>	<div>White</div> <div>Black</div>
		<div>Berkeley Blue 003262</div> <div>Stone Pine 584F29</div> <div>South Hall 6C3302</div> <div>Web Pacific 46535E</div> <div>Black</div>		

South Hall 6C3302	Stone Pine 584F29	Web Background Grey EEEEEE	White	Web Grey 888888
White	White	Berkeley Blue 003262	Berkeley Blue 003262	White
	California Gold FDB515	Founder's Rock 3B7EA1	Founder's Rock 3B7EA1	Black
	Sather gate B9D3B6	Wellman Tile D9661F	Web Medalist C4820E	
Web Pacific 46535E	Ion CFDD45	Rose Garden EE1F60	Wellman Tile D9661F	
White	Web Bay Fog DDD5C7	Golden Gate ED4E33	Rose Garden EE1F60	
Ion CFDD45		Stone Pine 584F29	Golden Gate ED4E33	
Sather gate B9D3B6		Web Pacific 46535E	Web Lap Lane 00A598	
		South Hall 6C3302	Web Soybean 859438	
		Black	Stone Pine 584F29	
			Web Pacific 46535E	
			South Hall 6C3302	
			Web Grey 888888	
			Black	