

Color

Text



Pantone: UCLA BLUE
CMYK: 75/35/0/7
RGB: 50/132/191

Hex: #3399cc
Vinyl Lettering: 3M Scotchcal Series 220,
Matte Blue

PRIMARY COLOR

The primary color of the UCLA brand remains unchanged. UCLA Blue is our most significant visual identifier.



Pantone: 1235 C
Pantone: 122 UC
CMYK: 0/29/91/0 Coated
CMYK: 0/22/93/0 Uncoated
RGB: 254/187/54
Hex: #FFB300



Pantone: 107
CMYK: 0/5/100/0
RGB: 255/232/0
Hex: #FFe800

SECONDARY COLORS

A secondary palette, including the existing UCLA Gold, has been developed to respect and complement the tradition of blue and gold while adding an additional level of brightness to the palette.



Pantone: 286
CMYK: 100/75/0/0
RGB: 0/85/166
Hex: #0055a6



Pantone: 299
CMYK: 90/10/0/0
RGB: 0/165/229
Hex: #00a5e5



Pantone: 809 (Neon)
CMYK: 0/0/100/0
RGB: 255/255/0
Hex: #ffff00



Pantone: 902 (Neon)
CMYK: 75/0/90/0
RGB: 0/255/135
Hex: #00ff87



Pantone: 813 (Neon)
CMYK: 0/100/0/0
RGB: 255/0/165
Hex: #ff00a5

TERTIARY COLORS

A tertiary palette has been developed to add a sense of forward-thinking energy and vibrancy to the brand. When used as an accent to the primary and secondary colors, the concept of optimism and limitless opportunity is fully brought to life.



Pantone: 3105
CMYK: 65/0/0/0
RGB: 0/255/255
Hex: #00ffff



Pantone: 814 (Neon)
CMYK: 70/75/0/0
RGB: 130/55/255
Hex: #8237ff



Pantone: Black
CMYK: 0/0/0/100
RGB: 0/0/0
Hex: #000000

PLEASE NOTE: In order to maintain maximum vibrancy to these colors, they will appear slightly different between screen and print. Due to printing limitations, the CMYK values are slightly duller than ideal. If your budget allows, select one tertiary color from the palette to include in your project and print it as a spot to bring the vibrancy fully to life in print.