

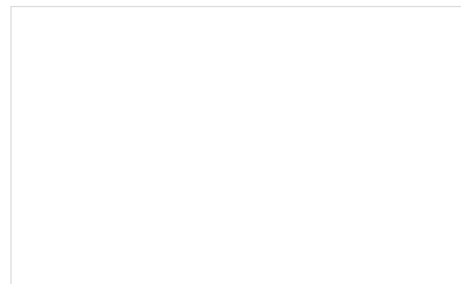
## Primary

**UCLA BLUE**

PANTONE 2383 Coated  
PANTONE 3553 Uncoated  
CMYK Coated 83 40 3 6  
CMYK Uncoated 100 29 2 7  
RGB 39 116 174  
HEX #2774AE

**UCLA GOLD**

PANTONE 109 Coated  
PANTONE 114 Uncoated  
CMYK Coated 0 9 100 0  
CMYK Uncoated 0 7 93 0  
RGB 255 209 0  
HEX #FFD100

**WHITE**

CMYK 0 0 0 0  
RGB 255 255 255  
HEX #FFFFFF

## Secondary

## BLUE TONES

**DARKEST BLUE**

PANTONE 302 Coated  
PANTONE 2955 Uncoated  
CMYK Coated 100 48 12 58  
CMYK Uncoated 99 38 6 43  
RGB 0 59 92  
HEX #003B5C

**DARKER BLUE**

PANTONE 7692 Coated  
PANTONE 2186 Uncoated  
CMYK Coated 100 45 0 45  
CMYK Uncoated 100 34 0 32  
RGB 0 85 135  
HEX #005587

**LIGHTER BLUE**

PANTONE 278 Coated  
PANTONE 278 Uncoated  
CMYK Coated 45 14 0 0  
CMYK Uncoated 41 9 1 0  
RGB 139 184 232  
HEX #8BB8E8

**LIGHTEST BLUE**

PANTONE 2707 Coated  
PANTONE 2707 Uncoated  
CMYK Coated 20 6 0 0  
CMYK Uncoated 22 5 1 0  
RGB 218 235 254  
HEX #DAEBFE

## GOLD TONES

**DARKEST GOLD**

PANTONE 1235 Coated  
PANTONE 121 Uncoated  
CMYK Coated 0 31 98 0  
CMYK Uncoated 0 15 76 0  
RGB 255 184 28  
HEX #FFB81C

**DARKER GOLD**

PANTONE 123 Coated  
PANTONE 115 Uncoated  
CMYK Coated 0 19 89 0  
CMYK Uncoated 0 11 94 0  
RGB 255 199 44  
HEX #FFC72C

## Tertiary

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.

**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.



### Yellow

PANTONE 803 Coated  
PANTONE 803 Uncoated  
CMYK 0 0 100 0  
RGB 255 255 0  
HEX #ffff00



### Green

PANTONE 802 Coated  
PANTONE 802 Uncoated  
CMYK 75 0 90 0  
RGB 0 255 135  
HEX #00ff87



### Magenta

PANTONE 806 Coated  
PANTONE 806 Uncoated  
CMYK 0 100 0 0  
RGB 255 0 165  
HEX #ff00a5



### Cyan

PANTONE 801 Coated  
PANTONE 801 Uncoated  
CMYK 65 0 0 0  
RGB 0 255 255  
HEX #00ffff



### Purple

PANTONE 814 Coated  
PANTONE 814 Uncoated  
CMYK 70 75 0 0  
RGB 138 105 212  
HEX #8A69D4



### Black

PANTONE Black Coated  
PANTONE Black Uncoated  
CMYK 0 10 0 100  
RGB 0 0 0  
HEX #000000

## Brand Color Combination Charts

## BRAND COLORS TO BRAND COLORS

	Text	#003B5C	#005587	#2774AE	#8BB8E8	#DAEBFE	#FFD100	#FFC72C	#FFB81C	#FFFFFF	#FFFF00	#00FF87	#FF00A5	#00FFFF	#8237FF	#000000
Background	Text															
Darkest Blue #003B5C			DNP 1.4	DNP 2.3	AA 5.6	AAA 9.7	AAA 8	AAA 7.5	AA 6.8	AAA 11.8	AAA 10	AAA 8.7	AA18 3.2	AAA 9.4	DNP 2.2	DNP 1.7
Darker Blue #005587				DNP 1.5	AA18 3.8	AA 6.5	AA 5.4	AA 5	AA 4.5	AAA 7.9	AAA 7.3	AA 5.9	DNP 2.1	AA 6.3	DNP 1.4	DNP 2.6
UCLA Blue #2774AE					DNP 2.4	AA18 4.1	AA18 3.4	AA18 3.2	DNP 2.8	AA 5	AA 4.6	AA18 3.7	DNP 1.3	AA18 3.9	DNP 1	AA18 4.2
Lighter Blue #8BB8E8						DNP 1.7	DNP 1.4	DNP 1.3	DNP 1.2	DNP 2	DNP 1.9	DNP 1.5	DNP 1.7	DNP 1.6	DNP 2.5	AAA 10
#DAEBFE							DNP 1.2	DNP 1.2	DNP 1.4	DNP 1.2	DNP 1.1	DNP 1.1	DNP 2.9	DNP 1	AA18 4.3	AAA 17.3
UCLA Gold #FFD100																
Darker Gold #FFC72C																
Darkest Gold #FFB81C																
White #FFFFFF																
Yellow #FFFF00																
Green #00FF87																
Magenta #FF00A5																
Cyan #00FFFF																
Purple #8237FF																
Black #000000																

AA Pass, AA (4.5+)

AAA Pass, AAA (7+)

AA18 Pass, Large Text Only (3+)

DNP Does Not Pass

## Brand Color Combination Charts

## BLACK TONES TO BRAND COLORS

	Text	Black #000000	90% Black #1A1A1A	80% Black #333333	70% Black #4D4D4D	60% Black #666666	50% Black #808080	40% Black #999999	30% Black #B3B3B3	20% Black #CCCCCC	10% Black #E6E6E6	White #FFFFFF
Background												
<b>Darkest Blue</b> #003B5C	Text	DNP 1.7	DNP 1.4	DNP 1	DNP 1.4	DNP 2	DNP 2.9	AA18 4.1	AA 5.6	AAA 7.3	AAA 9.4	AAA 11.8
<b>Darker Blue</b> #005587	Text	DNP 2.6	DNP 2.2	DNP 1.5	DNP 1	DNP 1.3	DNP 2	DNP 2.7	AA18 3.7	AA 4.9	AA 6.3	AAA 7.9
<b>UCLA Blue</b> #2774AE	Text	AA18 4.2	AA18 3.4	DNP 2.5	DNP 1.6	DNP 1.1	DNP 1.2	DNP 1.7	DNP 2.3	AA18 3.1	AA18 4	AA 5
<b>Lighter Blue</b> #8BB8E8	Text	AAA 10	AAA 8.3	AA 6	AA18 4	DNP 2.7	DNP 1.9	DNP 1.3	DNP 1	DNP 1.2	DNP 1.6	DNP 2
<b>Lightest Blue</b> #DAEBFE	Text	AAA 17.3	AAA 14.3	AAA 10	AA 6.9	AA 4.7	AA18 3.2	DNP 2.3	DNP 1.7	DNP 1.3	DNP 1	DNP 1.2
<b>White</b> #FFFFFF	Text	AAA 21	AAA 17.4	AAA 12.6	AAA 8.4	AA 5.7	AA18 3.9	DNP 2.8	DNP 2.1	DNP 1.6	DNP 1.2	
<b>UCLA Gold</b> #FFD100	Text	AAA 14.3	AAA 11.9	AAA 8.6	AA 5.7	AA18 3.9	DNP 2.7	DNP 1.9	DNP 1.4	DNP 1.1	DNP 1.1	DNP 1.4
<b>Darker Gold</b> #FFC72C	Text	AAA 13.4	AAA 11.1	AAA 8.1	AA 5.4	AA18 3.6	DNP 2.5	DNP 1.8	DNP 1.3	DNP 1	DNP 1.2	DNP 1.5
<b>Darkest Gold</b> #FFB81C	Text	AAA 12.1	AAA 10	AAA 7.2	AA 4.8	AA18 3.3	DNP 2.2	DNP 1.6	DNP 1.2	DNP 1	DNP 1.3	DNP 1.7

AAA Pass, AAA (7+)

AA Pass, AA (4.5+)

AA18 Pass, Large Text Only (3+)

DNP Does Not Pass

[About WCAG 2.0 contrast](#)

Color contrast is very important to legibility. This chart “grades” various brand color combinations. To meet current accessibility standards, use only approved color combinations. UCLA’s goal is to achieve Level AA or AAA compliance.

Web Content Accessibility Guidelines (WCAG) require a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text to achieve Level AA compliance. To achieve Level AAA compliance requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

The red “DNP” tags means a particular combination Does Not Pass – don’t use those combinations.

## Color Contrast Tools

### WEBAIM COLOR CONTRAST CHECKER

Compare a single foreground color to a single background color. A slider allows you to adjust darkness or lightness of color.

<https://webaim.org/resources/contrastchecker/>

### EIGHTSHAPES CONTRAST GRID

Compare a multiple colors against each other.

<http://contrast-grid.eightshapes.com/>

### COLORABLE TEXT DEMO

Compare a single text color to a single background color. Sliders allow you to adjust hue, saturation, and darkness or lightness of color.

<http://jxnblk.com/colorable/demos/text/>

Brand Gradient

If the gradient is used strictly as a background — for instance, under an overlay box — you can use the complete color range. If you are overprinting the gradient with type, you need to make sure the resulting contrast ratio meets accessibility standards.

