# Text **UCLA BLUE**

# **PRIMARY COLOR**

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

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

Hex: #3399cc

Vinyl Lettering: 3M Scotchcal Series 220,

Matte Blue

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



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

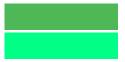
# RGB: 0/85/166 Hex: #0055a6



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



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



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



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



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



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

## **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.

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.

