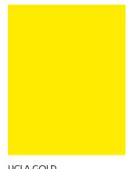
UCLA BLUE RGB: 50/132/191 HEX: 3284bf



UCLA GOLD RGB: 255/232/0 HEX: ffe800

PRIMARY COLOR

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

*PLEASE NOTE: A complementary UCLA Blue text color is provided that meets Web Content Accessibility Guidelines (WCAG) 2.0 level AA. This color should only be used with headlines and body copy.



UCLA BLUE Text Only (WCAG 2.0 AA)*

RGB: 52/123/173 HEX: 347bad



RGB: 30/75/135 HEX: 1e4b87

RGB: 0/165/229 HEX: 00a5e5

SECONDARY COLORS

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



RGB: 0/255/255 HEX: 00ffff



RGB: 102/102/102 HEX: 666666



RGB: 254/187/54 HEX: ffb300

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.