



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: 255/255/0
HEX: ffff00



RGB: 0/255/135
HEX: 00ff87



RGB: 255/0/165
HEX: ff00a5



RGB: 130/55/255
HEX: 8237ff

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.



RGB: 0/255/255
HEX: 00ffff



RGB: 102/102/102
HEX: 666666



RGB: 254/187/54
HEX: ff8300