UCLA ATHLETICS BRAND GUIDELINES

PRIMARY LOGO

UCLA on white background

UCLA on blue background

UCLA on gold background

UCLA on gray background

UCLA on black background

SECONDARY LOGO

UCLA on white background

COLOR PALETTE

UCLA COLOR NAME: POWDERKEG BLUE
UA CSI: 992
OFFICIAL PMS: 2386 C
OFFICIAL RGB: 45, 104, 196
OFFICIAL CMYK: 83, 54, 0, 0
OFFICIAL HTML: 2D68C4

UCLA COLOR NAME: WESTWOOD GOLD
UA CSI: 750
OFFICIAL PMS: 130 C
OFFICIAL RGB: 242, 169, 0
OFFICIAL CMYK: 0, 32, 100, 0
OFFICIAL HTML: F2A900

UCLA COLOR NAME: WHITE
UA CSI: 100
OFFICIAL PMS: N/A
OFFICIAL RGB: 255, 255, 255
OFFICIAL CMYK: 0, 0, 0, 0
OFFICIAL HTML: FFFFFF