



UCLA ATHLETICS BRAND GUIDELINES



PRIMARY LOGO

Ucla[®]

on white background



on blue background



on gold background



on gray background



on black background

SECONDARY LOGO

UCLA[®]

on white background



on blue background



on gold background



on gray background



on black 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: FFFFFFFF