SONS OF WESTWOOD

STYLE PACKAGE

PRIMARY ATHLETIC MARKS
FOR ALL PRINT AND DIGITAL APPLICATIONS
SECTION ONE // PRIMARY IDENTITY
SONS OF WESTWOOD\ COLOR PALETTE

UCLA COLOR NAME: UCLA BLUE
UA CSI: 992
OFFICIAL PMS: PANTONE 2383 COATED,
PANTONE 3553 UNCOATED
OFFICIAL RGB: 39, 116, 174
OFFICIAL CMYK: 83, 40, 3, 6
OFFICIAL HTML: 2774AE

UCLA COLOR NAME: WESTWOOD GOLD
UA COLOR SYSTEM: STEELTOWN 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
PRIME TEAM COLORS

NEUTRAL COLORS

ADDITIONAL NOTES
Logo coloration used only in Westwood package.
SONS OF WESTWOOD // PRIMARY SCHOOL WORDMARK: STRAIGHT

PRIMARY TEAM COLORS

NEUTRAL COLORS

ADDITIONAL NOTES

Not to be used as a logo.
SONS OF WESTWOOD // PRIMARY MASCOT WORDMARK: STRAIGHT

PRIMARIE TEAM COLORS

NEUTRAL COLORS

ADDITIONAL NOTES
Not to be used as a logo.
SONS OF WESTWOOD // PRIMARY MASCOT WORDMARK: ARCHED

PRIMARY TEAM COLORS

NEUTRAL COLORS

ADDITIONAL NOTES
Not to be used as a logo.
SONS OF WESTWOOD

TWO COLOR STANDARD FONT

PRIMARY TEAM COLORS

NEUTRAL COLORS

ADDITIONAL NOTES

For typeface version use UABruinBlockstandard.ttf or UABruinBlockStandard.otf

STYLE GUIDE// UCLA ATHLETICS
SONS OF WESTWOOD // ONE COLOR STANDARD FONT

PRIMARY TEAM COLORS

NEUTRAL COLORS

ADDITIONAL NOTES
For typeface version use UABruinBlockstandard.ttf or UABruinBlockStandard.otf
SONS OF WESTWOOD // TWO COLOR CONDENSED FONT

PRIMARIES TEAM COLORS

ABCDEF
GHJKLM
NOPQRSTUVWXYZ
!@#$%&[]?.,-

NEUTRAL COLORS

ABCDEF
GHJKLM
NOPQRSTUVWXYZ
!@#$%&[]?.,-

ADDITIONAL NOTES

For typeface version use Bruin Block Condensed.ttf or Bruin Block Condensed.otf
SONS OF WESTWOOD // ONE COLOR CONDENSED FONT

ABCDEF
GHIJKLM
NOPQRSTU
VWXYZ!
@#$%&$[]?.,- 

PRIMARY TEAM COLORS

NEUTRAL COLORS

ADDITIONAL NOTES
For typeface version use Bruin Block Condensed.ttf or Bruin Block Condensed.otf
SONS OF WESTWOOD // BODY COPY FONT

GOTHAM

THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

THIN ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

EXTRA LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

EXTRA LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOOK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MEDIUM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BLACK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ULTRA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ULTRA ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Playername set as vector artwork for use on uniforms only. For actual typeface, see page 12.
SONS OF WESTWOOD // UNIFORM NUMBERS

0123456789

PRIMARY TEAM COLORS

0123456789

NEUTRAL COLORS

0123456789

ADDITIONAL NOTES

Numbers set as vector artwork for use on uniforms only. For actual typeface, see page 12.
SECTION TWO // MISCELLANEOUS MARKS
SONS OF WESTWOOD // SECONDARY LOGO

PRIMARY TEAM COLORS

NEUTRAL COLORS

ADDITIONAL NOTES
For use on headwear only, cannot be featured on the same plane as any other school marks.
SONS OF WESTWOOD // TEAM STRIPE: HORIZONTAL

PRIMARY TEAM COLORS

NEUTRAL COLORS

ADDITIONAL NOTES
Use of any other stripe in association with UCLA athletics is prohibited.
Use of any other stripe in association with UCLA athletics is prohibited.
SONS OF WESTWOOD // CHAMPIONS MADE HERE LOGO

PRIMARY TEAM COLORS

NEUTRAL COLORS

ADDITIONAL NOTES
Available for exclusive use on Under Armour product and UCLA properties.
SONS OF WESTWOOD // TWO COLOR SCHOOL MOTTO: STRAIGHT

CHAMPIONS MADE HERE™

PRIMARY TEAM COLORS

NEUTRAL COLORS
SONS OF WESTWOOD // ONE COLOR SCHOOL MOTTO: STRAIGHT

CHAMPIONS MADE HERE™

PRIMARY TEAM COLORS

CHAMPIONS MADE HERE

NEUTRAL COLORS

CHAMPIONS MADE HERE
SONS OF WESTWOOD // TWO COLOR SCHOOL MOTTO: STACKED

CHAMPIONS MADE HERE

PRIMARY TEAM COLORS

NEUTRAL COLORS
SONS OF WESTWOOD // ONE COLOR SCHOOL MOTTO: STACKED

CHAMPIONS MADE HERE

PRIMARY TEAM COLORS

CHAMPIONS MADE HERE

NEUTRAL COLORS

CHAMPIONS MADE HERE
SONS OF WESTWOOD // SPORT-SPECIFIC LOGOS WITH PRIMARY LOGO: POWDERKEG BLUE BACKGROUND

UCLA ATHLETICS
UCLA BASEBALL
UCLA BASKETBALL
UCLA BEACH VOLLEYBALL
UCLA CROSS COUNTRY
UCLA FOOTBALL
UCLA GOLF
UCLA GYMNASTICS
UCLA ROWING
UCLA RUGBY
UCLA SOCCER
UCLA SOFTBALL
UCLA SWIMMING & DIVING
UCLA TENNIS
UCLA TRACK & FIELD
UCLA VOLLEYBALL
UCLA WATER POLO
ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.
SONS OF WESTWOOD // SPORT-SPECIFIC LOGOS WITH PRIMARY LOGO: DARK GREY & BLACK BACKGROUND

ADDITIONAL NOTES
Colorway applies to solid and heather backgrounds.
SONS OF WESTWOOD // SPORT-SPECIFIC LOGOS WITH ALTERNATE PRIMARY LOGO: POWDERKEG BLUE BACKGROUND

UCLA ATHLETICS
UCLA BASEBALL
UCLA BASKETBALL
UCLA BEACH VOLLEYBALL
UCLA CROSS COUNTRY
UCLA FOOTBALL
UCLA GOLF
UCLA GYMNASTICS
UCLA ROWING
UCLA RUGBY
UCLA SOCCER
UCLA SOFTBALL
UCLA SWIMMING & DIVING
UCLA TENNIS
UCLA TRACK & FIELD
UCLA VOLLEYBALL
UCLA WATER POLO
Colorway applies to solid and heather backgrounds.
ADDITIONAL NOTES
Colorway applies to solid and heather backgrounds.
SECTION FOUR // DEPARTMENT-SPECIFIC LOGOS
ADDITIONAL NOTES
Colorway applies to solid and heather backgrounds.
ADDITIONAL NOTES
Colorway applies to solid and heather backgrounds.
SECTION FIVE // MISCELLANEOUS LOGOS
ADDITIONAL NOTES
Colorway applies to solid and heather backgrounds.
ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.
SONS OF WESTWOOD // MISCELLANEOUS LOGOS: BLACK ON WHITE BACKGROUND
SECTION SIX // NIKE/JORDAN COBRANDING
SONS OF WESTWOOD // UA LOGO

UCLA × Nike

PRIMARY TEAM COLORS

NEUTRAL COLORS
SECTION SEVEN //
BLACK & WHITE STANDARDS
SECTION EIGHT // BRAND RESTRICTIONS
**Sons of Westwood // Primary Logo Restrictions**

- Do not distort the logo.
- Do not stretch the logo.
- Do not recolor the logo in any non-approved colorway.
- Do not place text in front of the logo.
- Do not rotate the logo. 90° clockwise is permitted in vertical context.
- Do not use a different color background in any non-approved colorway.
- Do not fade the logo in any non-approved way.
- Do not alter any strokes or eliminate one stroke.
- Do not have UCLA block lettering with or instead of the logo.

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SONS OF WESTWOOD // SCHOOL WORDMARK RESTRICTIONS

DO NOT MAKE THE TYPE WEIGHT THINNER.  DO NOT MAKE THE TYPE WEIGHT THICKER.  DO NOT STRETCH THE WORDMARK.  DO NOT USE SMALL CAPS WITH LARGE CAPS.

DO NOT SET THE LETTER SPACING TOO WIDE.  DO NOT SET THE LETTER SPACING TOO SHORT.  DO NOT SET THE WORDMARK IN A STRAIGHT FORM.  DO NOT USE A GRADIENT FILL FOR THE WORDMARK.

DO NOT SET THE WORDMARK IN A DIFFERENT ARCH FORM.  DO NOT CHANGE THE VERTICAL SCALE OF THE INTERNAL CHARACTERS.
DO NOT USE A OUTLINE FORM AS A DIFFERENT VARIATION OF THE STRIPES.

DO NOT OVERLAP A LOGO OR WORDMARK WITHOUT A PROPER BREAK.

DO NOT SET PARTS OF THE STRIPE APART FROM ANOTHER.

DO NOT HAVE ANY PART OF THE STRIPE CUT OFF AT DIFFERENT INTERVALS.

DO NOT CREATE AN ADDITIONAL PART ON THE STRIPE.

DO NOT HAVE A STRIPE WITHIN A STRIPE.

DO NOT HAVE STRIPES TOUCH OTHER STRIPES.