









UCLA Color Palette







Identity colors

| | | |
|---------|---|---|
| |  |  |
| | blue | gold |
| Pantone | UCLA Blue | 1235 |
| cmyk | 65-40-10-10 | 0-43-87-0 |
| rgb | 83-104-149 | 254-145-24 |
| web | 53-68-95 | FF-B3-00 |







Secondary palette full intensity colors

| | | | | | | |
|---------|---|---|---|---|--|---|
| |  |  |  |  |  |  |
| | orange | yellow-green | green | cyan | blue | purple |
| Pantone | 151 | 376 | 361 | 2925 | 2655 | purple |
| cmyk | 0-43-87-0 | 56-0-100-0 | 76-0-91-0 | 87-23-0-0 | 56-51-0-0 | 43-91-0-0 |
| rgb | 254-145-24 | 156-209-41 | 61-166-57 | 37-132-187 | 114-100-173 | 144-22-135 |
| web | FE-92-1C | 71-BC-1F | 3E-A6-39 | 26-85-BB | 73-64-AD | 91-16-87 |









75% tints for softer colors

| | | | | | | |
|---------|--|--|--|--|---|--|
| |  |  |  |  |  |  |
| | 75% 151 | 75% 376 | 75% 361 | 75% 2925 | 75% 2655 | 75% purple |
| Pantone | 0-32-65-0 | 42-0-75-0 | 57-0-68-0 | 65-17-0-0 | 42-38-0-0 | 32-68-0-0 |
| cmyk | 253-173-75 | 148-207-76 | 6E-BF-5C | 90-161-20 | 91-80-139 | 170-73-161 |
| rgb | FD-AD-4B | 94-CF-4C | 6E-BF-5C | 5A-A1-CA | 94-86-BF | AA-49-A1 |
| web | | | | | | |

plus 20% black

| | | | | | | |
|---------|---|---|---|---|--|---|
| |  |  |  |  |  |  |
| | 151 + 20k | 376 + 20k | 361 + 20k | 2925 + 20k | 2655 + 20k | purple + 20k |
| Pantone | 0-43-87-20 | 56-0-100-20 | 76-0-91-20 | 87-23-0-20 | 56-51-0-20 | 43-91-0-20 |
| cmyk | 203-116-21 | 89-150-25 | 49-133-46 | 30-106-149 | 91-80-139 | 116-18-108 |
| rgb | CB-74-15 | 59-96-19 | 31-85-2E | 1E-6A-95 | 5B-50-8B | 74-12-6C |
| web | | | | | | |

Neutral palette

| | | | | | | | | |
|---------|---|---|---|---|--|---|---|---|
| |  |  |  |  |  |  |  |  |
| | gray | gray | gray | gray | gray | gray | black | silver |
| Pantone | warm gray 3 | warm gray 5 | warm gray 7 | warm gray 9 | warm gray 11 | black | black | silver |
| cmyk | 0-6-6-18 | 0-6-6-34 | 0-6-11-38 | 0-15-18-47 | 0-15-34-60 | 0-0-0-100 | 0-0-0-100 | no match |
| rgb | 208-197-191 | 167-158-153 | 158-149-136 | 134-115-102 | 102-87-62 | 0-0-0 | 0-0-0 | no match |
| web | D1-C6-C0 | A8-9F-9A | 9E-96-89 | 87-74-67 | 66-58-3F | 00-00-00 | 00-00-00 | no match |