A balanced and vivid color set has been created for use on various internal and external visual applications. It is intended to add special emphasis as well as to help link all UCLA presentations. Together with the logo color, UCLA blue, this secondary color set comprises the UCLA palette. Used singly or in combinations, the secondary colors can, for example, be applied to graphic elements on brochure covers, chapter divider pages and promotional folders. On other printed documents or in PowerPoint presentations, they can be used on diagrammatic or statistical charts and graphs. They may also find use on displays and temporary signing needs.

The gray and metallic tints can be combined with the bright hues to create a more subtle, reserved appearance.

Please note: Do not use any of the bright colors as the primary color on printed covers or other graphic media, especially behind or against the logo, since these colors are not associated with the UCLA identity. Refer to pages 9 through 12 regarding the logo and color usage and page 15 for incorrect usage.