These full-color guidelines apply to process color printing and to on-screen use for the Web, presentations and video.

There should be a high degree of contrast between the UCLA logo and its background.

In UCLA blue, the logo can be used against white or neutral tints lighter than 30% black.

Reversed to white, the logo can be used against darker neutral backgrounds (equivalent to 50% black or darker) or against 100% UCLA blue.

Do not use the color positive logo against any color other than light neutral tones, and never reverse the logo on a color other than UCLA blue or a dark neutral tone.
In newspaper ads, low-budget printing, and originals for photocopying, designers may be restricted to the use of black and white or grayscale. In these conditions, the preferred treatment of the logo is black against white, because that provides for maximum contrast.

It’s also acceptable to reverse the logo to white against black. However, please remember that newsprint and photocopying do not provide a true black, so some contrast will be lost.

Against grayscale backgrounds of values 30% black or lighter, use the logo in solid black. Reverse the logo to white for backgrounds 50% black or darker. Take great care in applying tints to the logo itself.

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Remember, reproduction on newsprint is somewhat unpredictable. There will be variances day to day and sometimes within a print run. When in doubt, choose the design solution that provides maximum contrast.
Software has made it very easy to alter graphics by applying filters and special effects, or simply by changing shapes and colors. Please resist the temptation.

The impact of any logo depends on consistent use resulting in a large number of impressions over a long period of time. The best logos are not “read” as words, but act as visual stimuli, automatically triggering a complex series of associations.

Any changes to the shape and color of a logo reduce its impact and can, over time, defeat the entire purpose of a logo program.

This page illustrates some of the more obvious ways a logo can be destroyed by incorrect use. Please avoid these and all other changes to the UCLA logo.

Do not use the logotype against backgrounds which conflict with UCLA logo colors, prevent good contrast or clear legibility. Generally these will include harsh or brightly colored, multicolored, textured, or vari-hued photographic backgrounds.