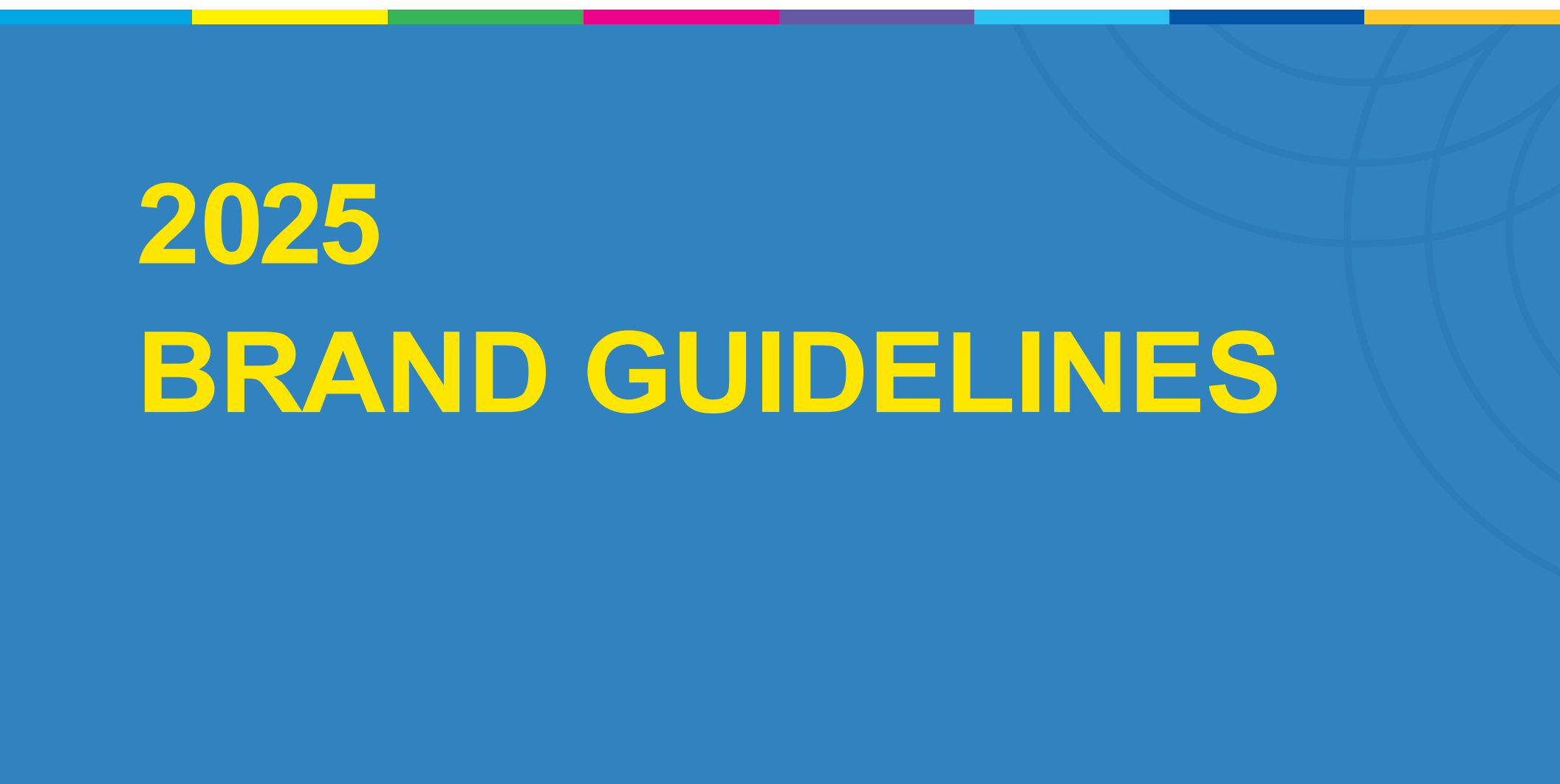




**Labor Occupational
Safety & Health Program**

A decorative horizontal bar with segments of cyan, yellow, green, magenta, purple, light blue, dark blue, and orange. Below this bar is a large blue area with a faint, stylized grid pattern of concentric circles and lines.

2025

BRAND GUIDELINES

LOSH LOGO

The UCLA LOSH logo comes in a Two-tier Boxed and Unboxed and One-line and Two-line style. It also comes in two colors: Black and White.

Use style (Boxed, Unboxed, One-line, Two-line), that would fit your design best.

Use color that would provide the best contrast.

Never use department logos below the minimum size, measured vertically:

The one-tier unboxed version should be at least 0.3” high in print, equivalent to 26 pixels high online. The two-tier unboxed version should be at least 0.4” high in print, equivalent to 30 pixels high online.

The boxed versions should be at least 0.4” high in print, equivalent to 30 pixels high online.

Please view full logo guidelines [here](#).

BOXED

Two-line, Black



One-line, Black



UNBOXED

Two-line, Black



One-line, Black



LOSH LOGO

The UCLA LOSH logo comes in a Two-tier Boxed and Unboxed and One-line and Two-line style. It also comes in two colors: Black and White.

Use style (Boxed, Unboxed, One-line, Two-line), that would fit your design best.

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The boxed versions should be at least 0.4" high in print, equivalent to 30 pixels high online.

Please view full logo guidelines for departments [here](#).

BOXED

Two-line, White



One-line, White



UNBOXED

Two-line, White



One-line, White



IRLE LOGO

The IRLE logo comes in a 3- tier Boxed and Unboxed and 2-line style. It also comes in two colors: Black and White.

Use style (Boxed, Unboxed, 2-line), that would fit your design best.

Use color that would provide the best contrast.

Never use department logos below the minimum size, measured vertically:

The one-tier unboxed version should be at least 0.3” high in print, equivalent to 26 pixels high online. The two-tier unboxed version should be at least 0.4” high in print, equivalent to 30 pixels high online.

The boxed versions should be at least 0.4” high in print, equivalent to 30 pixels high online.

Please view full logo guidelines for departments [here](#).

BOXED

2-line, Black



UNBOXED

2-line, Black



IRLE LOGO

The IRLE logo comes in a 3- tier Boxed and Unboxed and 2-line style. It also comes in two colors: Black and White.

Use style (Boxed, Unboxed, 2-line),
that would fit your design best.

Use color that would provide the best contrast.

Never use department logos below the minimum size, measured vertically:

The one-tier unboxed version should be at least 0.3” high in print, equivalent to 26 pixels high online. The two-tier unboxed version should be at least 0.4” high in print, equivalent to 30 pixels high online.

The boxed versions should be at least 0.4” high in print, equivalent to 30 pixels high online.

Please view full logo guidelines for departments [here](#).

BOXED

2-line, White



UNBOXED

2-line, White



LOGO

Social Media

Tips on designing your social profile/logo.

1. **Use Helvetica Bold.**
2. **Use UCLA Blue #2774AE.**
3. **Stack your text so they fit in a square or a circle.**
4. **Depending on your text, follow a suitable example on this cheat sheet.**

Learn more [here](#).

SOCIAL MEDIA

Use this icon for social media avatars.



COLOR PALLETE

The colors shown here are a part of the UCLA brand guidelines. They include the primary colors as well as a complimentary secondary palette.

No other colors should be used as a dominant color in any print or digital communication materials.

Please view full color guidelines [here](#).

PRIMARY COLORS

Over the years the blue color has always been more important than the gold. A field of blue with a gold accent says “UCLA.” A field of gold with a blue accent does not. Lavish use of white in layouts enhances the brilliance of the colors.



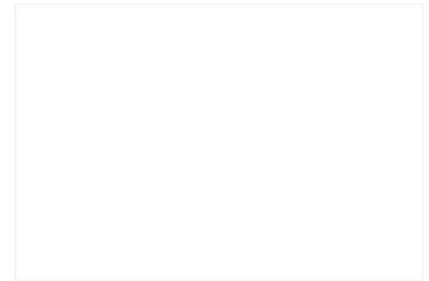
UCLA Blue

- PANTONE 2383C
- PANTONE 3553U
- CMYK 83 40 3 6
- RGB 39 116 174
- HEX #2774AE



UCLA Gold

- PANTONE 109C
- PANTONE 114U
- CMYK 0 9 100 0
- RGB 255 209 0
- HEX #FFD100



White

- CMYK 0 0 0 0
- RGB 255 255 255
- HEX #FFFFFF

COLOR

PALLETE CONT.

The colors shown here are a part of the UCLA brand guidelines. They include the primary colors as well as a complimentary secondary palette.

Please view full color guidelines [here](#).

SECONDARY BRAND COLORS

A secondary palette has been developed to respect and complement the tradition of blue and gold while adding an additional level of brightness or darkness to the palette.

Blue Tones



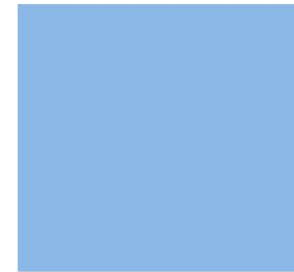
Darkest Blue

- PANTONE 302C
- PANTONE 2955U
- CMYK 100 48 12 58
- RGB 0 59 92
- HEX #003B5C



Darker Blue

- PANTONE 7692C
- PANTONE 2186U
- CMYK 100 45 0 45
- RGB 0 85 135
- HEX #005587



Lighter Blue

- PANTONE 278C
- PANTONE 278U
- CMYK 45 14 9 9
- RGB 139 184 232
- HEX #8BB8E8



Lightest Blue

- PANTONE 2707C
- PANTONE 2707U
- CMYK 20 6 0 0
- RGB 218 235 254
- HEX #DAEBFE

Gold Tones



Darkest Gold

- PANTONE 1235C
- PANTONE 121U
- CMYK 0 31 98 0
- RGB 255 184 28
- HEX #FFB81C



Darker Gold

- PANTONE 123C
- PANTONE 115U
- CMYK 0 19 89 0
- RGB 255 199 44
- HEX #FFC72C

COLOR

PALLETE CONT.

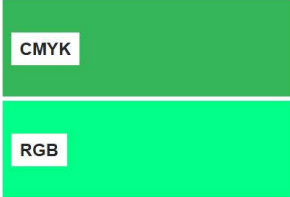
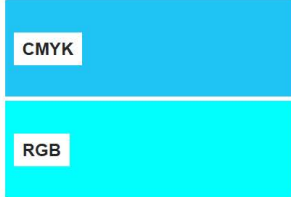
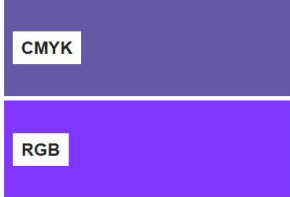
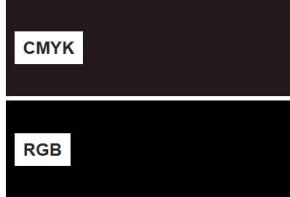
The colors shown here are a part of the UCLA brand guidelines. They include the primary colors as well as a complimentary secondary palette.

Please view full color guidelines [here](#).

TERTIARY BRAND COLORS

A tertiary palette has been developed for use as an accent to the primary and secondary colors.

Please note that in order to maintain maximum vibrancy of these colors, they will appear slightly different between screen and print. Due to printing limitations, the CMYK values are slightly duller than ideal. If your budget allows, select one tertiary color from the palette to include in your project and print it as a spot to bring the vibrancy fully to life in print. For the sake of accessibility, restrict use of tertiary colors to graphics only.

			
Yellow • PANTONE 803C • PANTONE 803U • CMYK 0 3 97 0 • RGB 255 255 0 • HEX #FFFF00	Green • PANTONE 802C • PANTONE 802U • CMYK 75 0 90 0 • RGB 0 255 135 • HEX #00FF87	Magenta • PANTONE 806C • PANTONE 806U • CMYK 0 100 0 0 • RGB 255 0 165 • HEX #FF00A5	Cyan • PANTONE 801C • PANTONE 801U • CMYK 65 0 0 0 • RGB 0 255 255 • HEX #00FFFF
			
Purple • PANTONE 814C • PANTONE 814U • CMYK 70 75 0 0 • RGB 130 55 255 • HEX #8237FF	Black • PANTONE Black C • PANTONE Black U • CMYK 0 0 0 100 • RGB 0 0 0 • HEX #000000		

TYPOGRAPHY

UCLA's brand fonts are sans-serif type styles: We use Karbon for print and Helvetica/Arial/Roboto for digital applications. These fonts are clean, modern and timeless. They help to visually convey the brand pillars and personality traits of UCLA.

Please view full typography guidelines [here](#).

Karbon Font Family

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPoQqRrSsTtUuVv
WwXxYyZz

Karbon Hairline *Hairline Italic*

Karbon Thin *Thin Italic*

Karbon Light *Light Italic*

Karbon Regular *Regular Italic*

Karbon Medium *Medium Italic*

Karbon Semibold *Semibold Italic*

Karbon Bold *Bold Italic*

Usage

Karbon is the primary font for printed materials. It is required for all major marketing materials and recommended for other print pieces. On websites, Karbon can be used to create graphics but not as the primary font of the site without an annual financial impact to the department.

Helvetica, Arial and Roboto Font Families

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPoQqRrSsTtUu
VvWwXxYyZz
1234567890

Helvetica Regular *Oblique*

Helvetica Bold *Bold Oblique*

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPoQqRrSsTtUu
VvWwXxYyZz
1234567890

Arial Regular *Italic*

Arial Bold *Bold Italic*

Usage

Helvetica/Arial is the primary embedded font for online work. The stack is as follows:

Helvetica/Arial/Roboto in that order. This stack is required for all UCLA-branded websites.

A special branded version of Helvetica is used only for the department logo system.

ILLUSTRATION

UCLA LOSH has custom illustrations available for use as an alternative to photography. There are three different configurations of these: full-length, cropped at waist, and interlocking. Altering these in any way is prohibited.

Illustrations must be placed far away from the UCLA LOSH logo. You can locate the illustrations [here](#).

FULL-LENGTH ILLUSTRATIONS

These characters should be used as intended, at full length. Do not crop these illustrations at any height.



CROPPED ILLUSTRATIONS

These characters are cropped at waist. Use these illustrations when full-length is not an option.



INTERLOCKING ILLUSTRATION

The characters in this illustrations are interlocking arms to show unity. Do not alter this illustration in any way.



Questions?

Please contact us below.

UCLA Labor Occupational
Safety & Health Program

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