

Ucla[®]

STYLE GUIDE // UCLA ATHLETICS FOR PRINT AND DIGITAL APPLICATIONS

SONS OF WESTWOOD

STYLE PACKAGE

PRIMARY ATHLETIC MARKS
FOR ALL PRINT AND DIGITAL APPLICATIONS

SECTION ONE //
PRIMARY IDENTITY



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 CMYK: 100, 29, 2, 7
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: FFFFFFFF

Ucla[®]

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

Logo coloration used only in Westwood package.

UCLA®

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

Not to be used as a logo.

UCLA[®]

PRIMARY TEAM COLORS

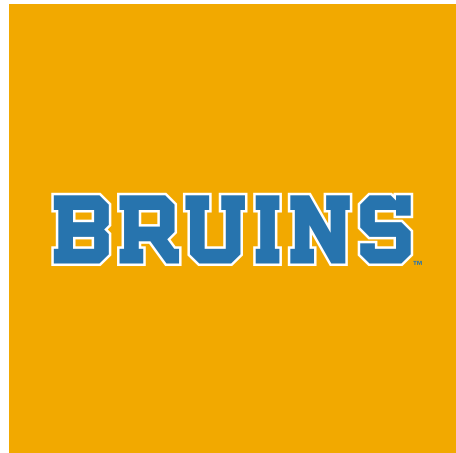
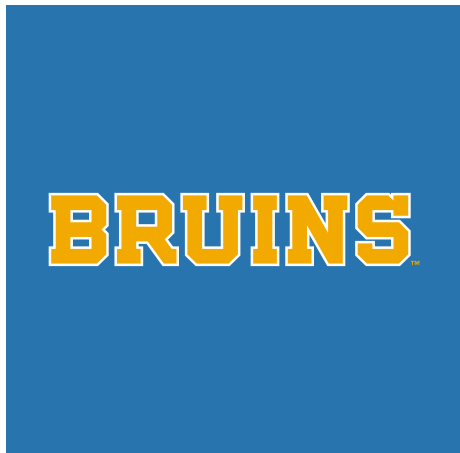


NEUTRAL COLORS

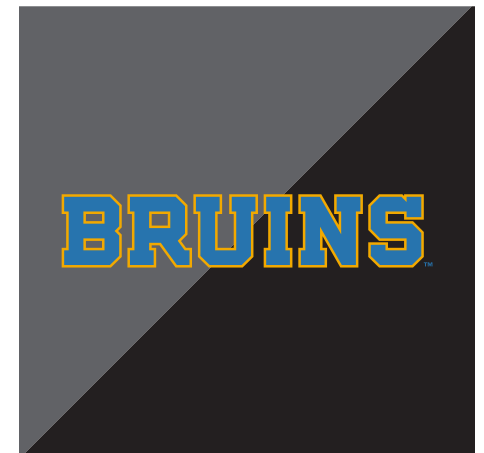
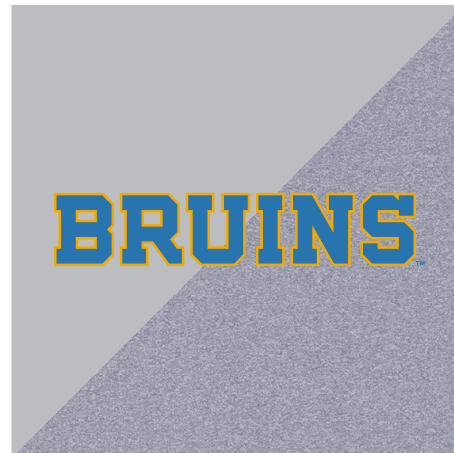


BRUINS™

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

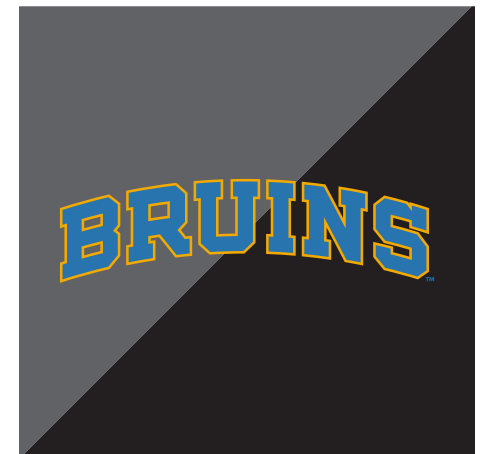
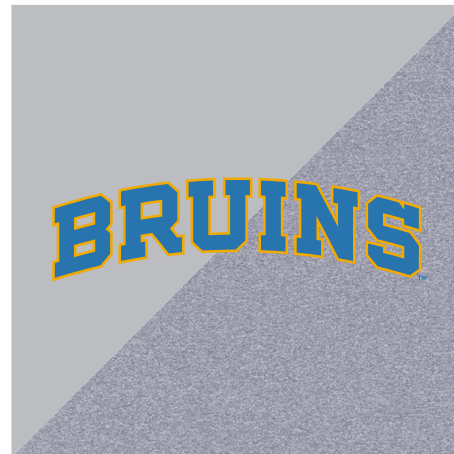
Not to be used as a logo.

BRUINSTM

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

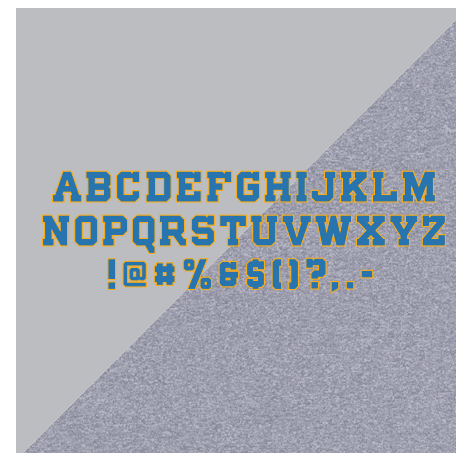
Not to be used as a logo.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@#%&\$()?,.-**

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

For typeface version use UABruinBlockstandard.ttf or UABruinBlockStandard.otf

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@%\$&[]?,-**

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

For typeface version use UABruinBlockstandard.ttf or UABruinBlockStandard.otf

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@#%&\$[]?,-

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

For typeface version use Bruin Block Condensed.ttf or Bruin Block Condensed.otf

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@#%&\$[]?,-

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

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

-" & ' () , . ^ _ - /

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

Playernames set as vector artwork for use on uniforms only. For actual typeface, see page 12.

0123456789

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

Numbers set as vector artwork for use on uniforms only. For actual typeface, see page 12.

SECTION TWO //
MISCELLANEOUS MARKS



PRIMARY TEAM COLORS

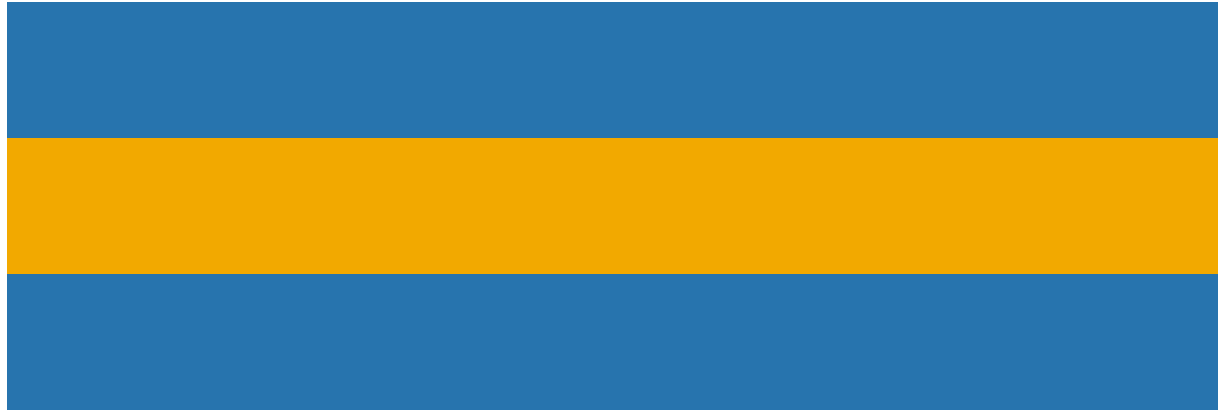


NEUTRAL COLORS



ADDITIONAL NOTES

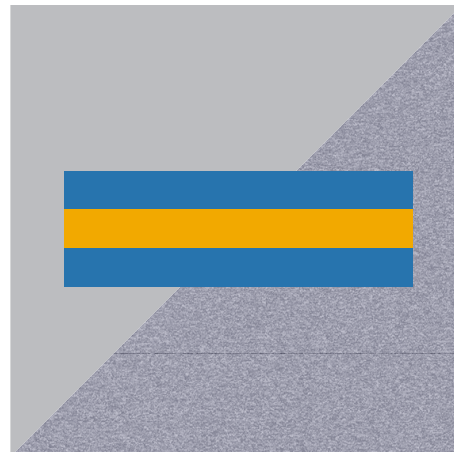
For use on headwear only, cannot be featured on the same plane as any other school marks.



PRIMARY TEAM COLORS



NEUTRAL COLORS

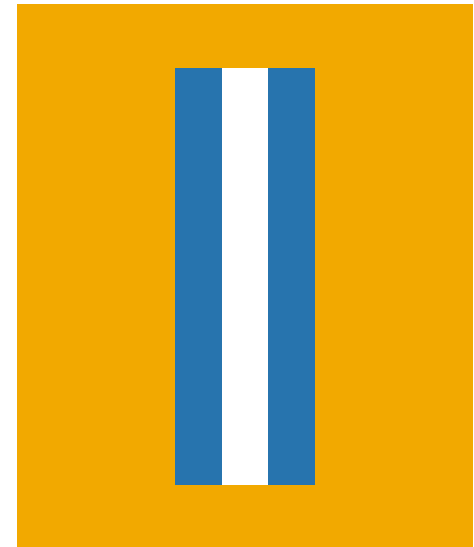


ADDITIONAL NOTES

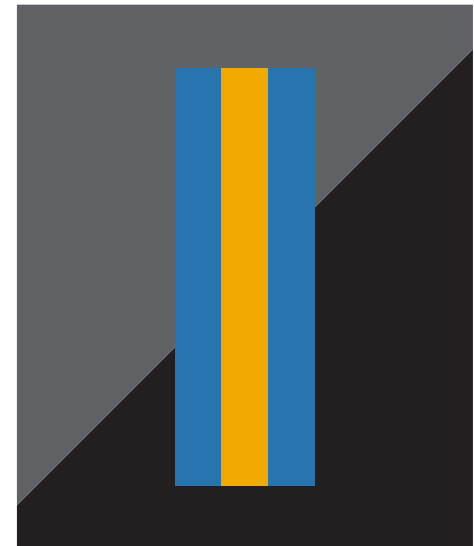
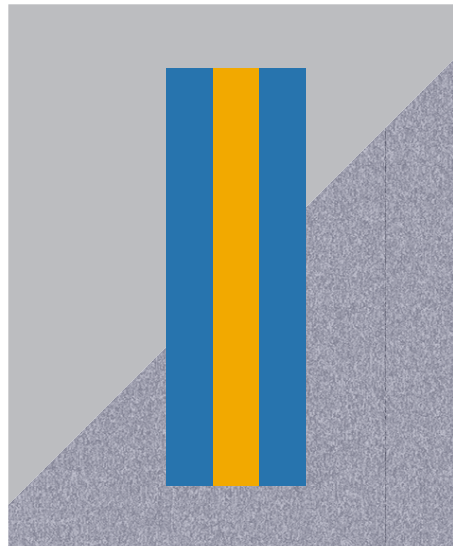
Use of any other stripe in association with UCLA athletics is prohibited.



PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

Use of any other stripe in association with UCLA athletics is prohibited.



PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

Available for exclusive use on Under Armour product and UCLA properties.

CHAMPIONS MADE HERE™

PRIMARY TEAM COLORS



NEUTRAL COLORS



CHAMPIONS MADE HERE™

PRIMARY TEAM COLORS



NEUTRAL COLORS



**CHAMPIONS
MADE HERE™**

PRIMARY TEAM COLORS



NEUTRAL COLORS



**CHAMPIONS
MADE HERE™**

PRIMARY TEAM COLORS



NEUTRAL COLORS



SECTION THREE //
SPORT-SPECIFIC LOGOS

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

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

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

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

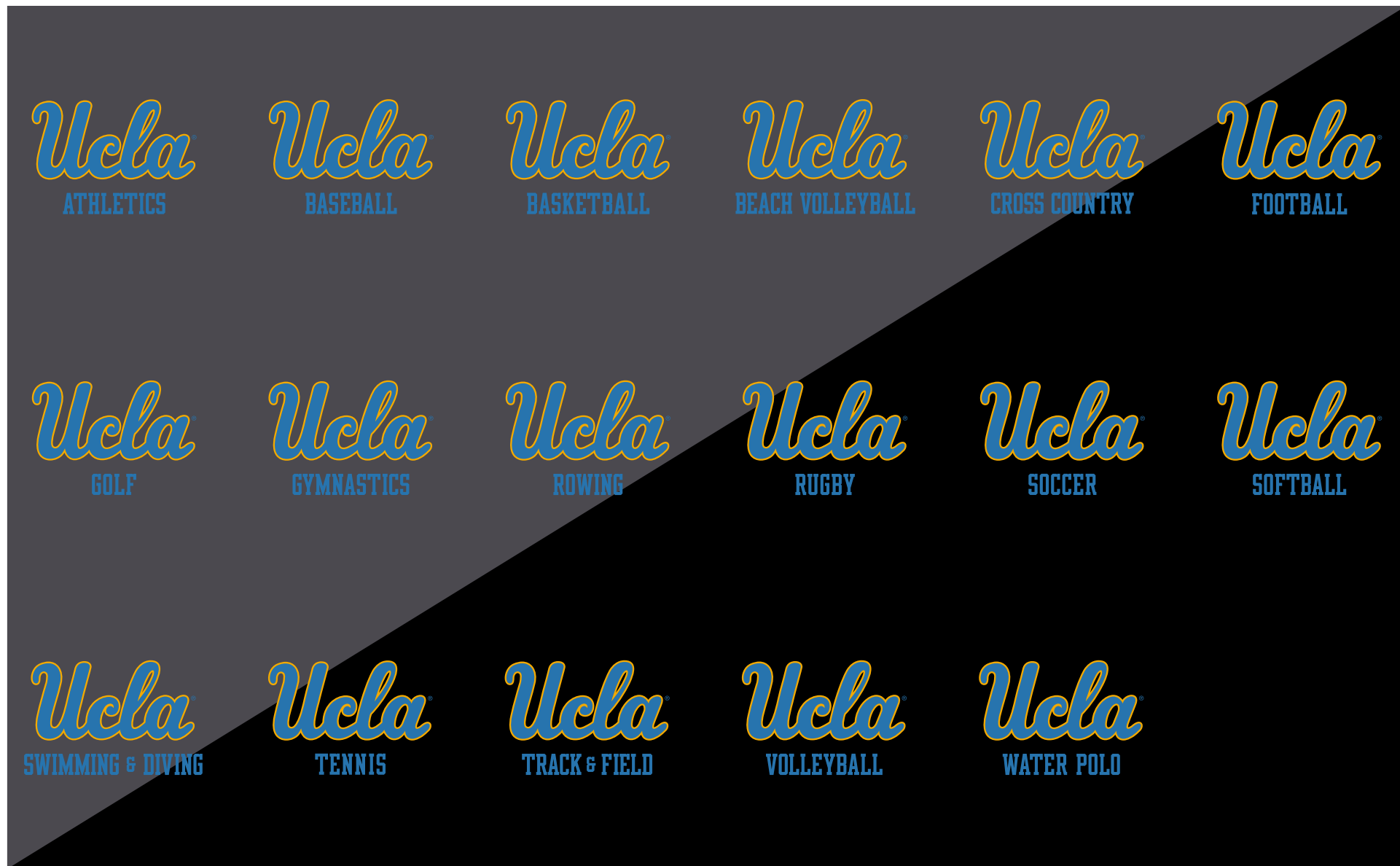
Ucla[®]
TRACK & FIELD

Ucla[®]
VOLLEYBALL

Ucla[®]
WATER POLO

ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds 



ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.

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

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

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

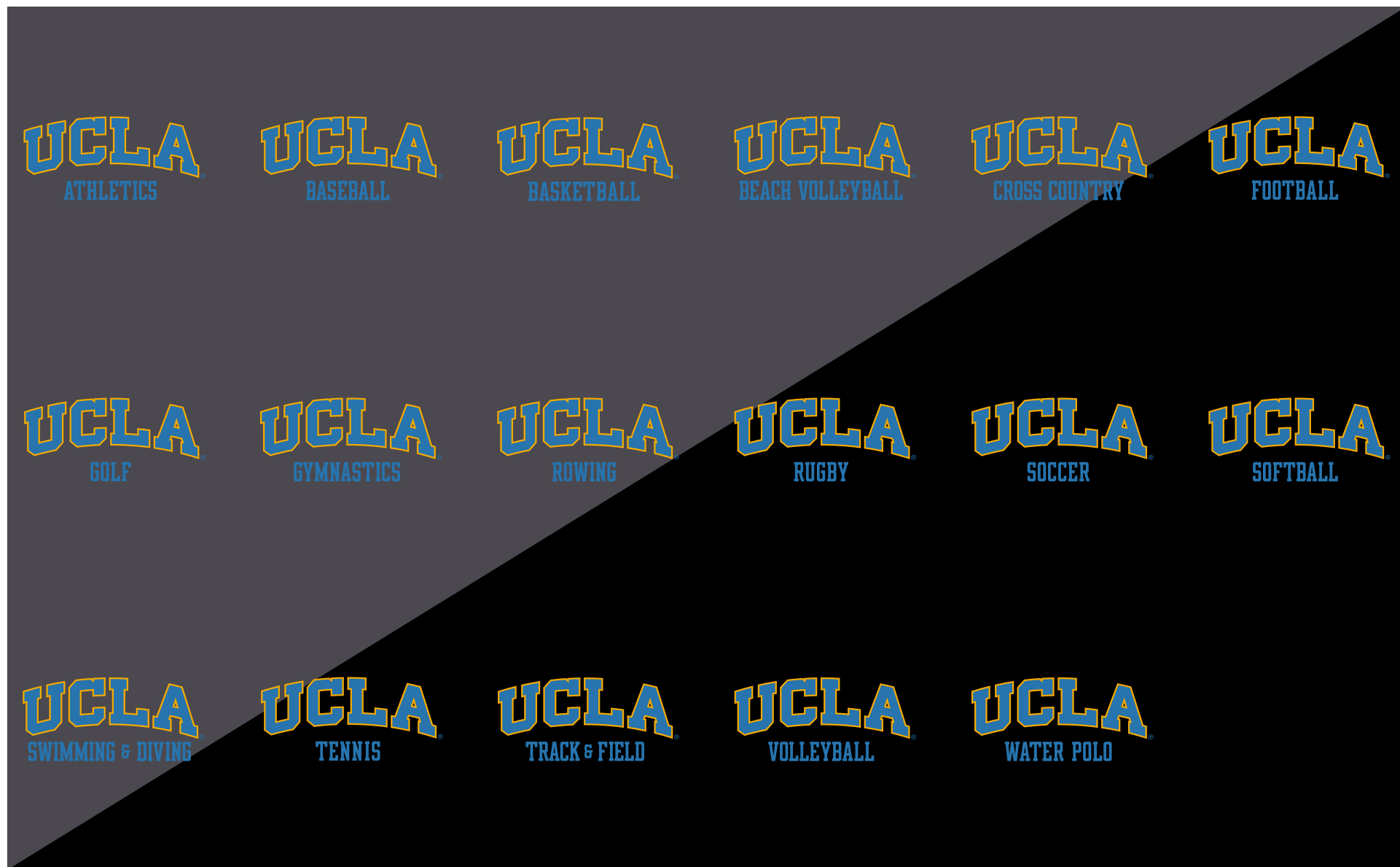
SONS OF WESTWOOD // SPORT-SPECIFIC LOGOS WITH ALTERNATE PRIMARY LOGO: LIGHT GREY BACKGROUND



ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds

SONS OF WESTWOOD // SPORT-SPECIFIC LOGOS WITH ALTERNATE PRIMARY LOGO: DARK GREY & BLACK BACKGROUND



ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.

SECTION FOUR //
DEPARTMENT-SPECIFIC LOGOS

Ucla[®]
ACADEMIC &
STUDENT SERVICES

Ucla[®]
ATHLETIC PERFORMANCE

Ucla[®]
CAMPS

Ucla[®]
COMMUNICATIONS

Ucla[®]
COMPLIANCE

Ucla[®]
EQUIPMENT

Ucla[®]
GAME MANAGEMENT

Ucla[®]
FACILITIES

Ucla[®]
NUTRITION

Ucla[®]
RECRUITING

Ucla[®]
SPORTS MEDICINE

Ucla[®]
VIDEO

Ucla[®]
ACADEMIC &
STUDENT SERVICES

Ucla[®]
ATHLETIC PERFORMANCE

Ucla[®]
CAMPS

Ucla[®]
COMMUNICATIONS

Ucla[®]
COMPLIANCE

Ucla[®]
EQUIPMENT

Ucla[®]
GAME MANAGEMENT

Ucla[®]
FACILITIES

Ucla[®]
NUTRITION

Ucla[®]
RECRUITING

Ucla[®]
SPORTS MEDICINE

Ucla[®]
VIDEO

Ucla
ACADEMIC &
STUDENT SERVICES

Ucla
ATHLETIC PERFORMANCE

Ucla
CAMPS

Ucla
COMMUNICATIONS

Ucla
COMPLIANCE

Ucla
EQUIPMENT

Ucla
GAME MANAGEMENT

Ucla
FACILITIES

Ucla
NUTRITION

Ucla
RECRUITING

Ucla
SPORTS MEDICINE

Ucla
VIDEO

SONS OF WESTWOOD // DEPARTMENT - SPECIFIC LOGOS: LIGHT GREY BACKGROUND

Ucla[®]
ACADEMIC &
STUDENT SERVICES

Ucla[®]
ATHLETIC PERFORMANCE

Ucla[®]
CAMPS

Ucla[®]
COMMUNICATIONS

Ucla[®]
COMPLIANCE

Ucla[®]
EQUIPMENT

Ucla[®]
GAME MANAGEMENT

Ucla[®]
FACILITIES


Ucla[®]
NUTRITION

Ucla[®]
RECRUITING

Ucla[®]
SPORTS MEDICINE

Ucla[®]
VIDEO

ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds 

SONS OF WESTWOOD // DEPARTMENT - SPECIFIC LOGOS: DARK GREY & BLACK BACKGROUND



ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.

SECTION FIVE //
MISCELLANEOUS LOGOS

SONS OF WESTWOOD // MISCELLANEOUS LOGOS: WHITE BACKGROUND



SONS OF WESTWOOD // MISCELLANEOUS LOGOS: POWDERKEG BLUE BACKGROUND



SONS OF WESTWOOD // MISCELLANEOUS LOGOS: WESTWOOD GOLD BACKGROUND



SONS OF WESTWOOD // MISCELLANEOUS LOGOS: LIGHT GREY BACKGROUND



ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds

SONS OF WESTWOOD // MISCELLANEOUS LOGOS: DARK GREY & BLACK BACKGROUND



ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds

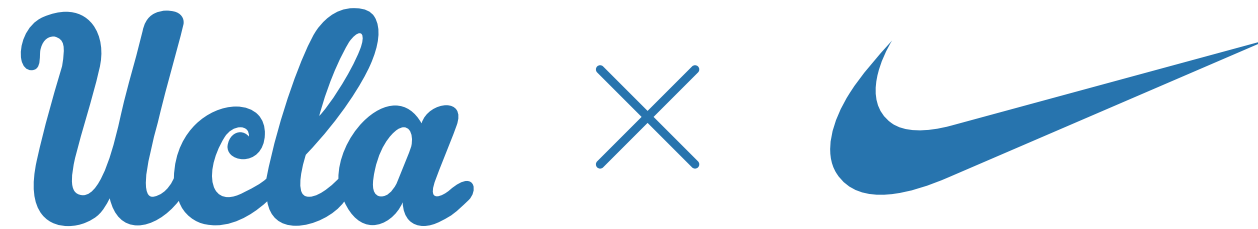
SONS OF WESTWOOD // MISCELLANEOUS LOGOS: BLACK ON WHITE BACKGROUND



SONS OF WESTWOOD // MISCELLANEOUS LOGOS: WHITE ON BLACK BACKGROUND



SECTION SIX //
NIKE/JORDAN COBRANDING



PRIMARY TEAM COLORS



NEUTRAL COLORS





PRIMARY TEAM COLORS



NEUTRAL COLORS



SECTION SEVEN //
BLACK & WHITE STANDARDS

Ucla[®]

PRIMARY LOGO

UCLA[®]

SCHOOL WORDMARK

UCLA[®]

SCHOOL WORDMARK

BRUINS[®]

SCHOOL WORDMARK:
STRAIGHT

BRUINS[®]

MASCOT WORDMARK:
ARCHED

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@%&'[]?,-

STANDARD FONT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@#%&'[]?,-

CONDENSED FONT

PLAYERNAME
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
-'"@,^_./

PLAYER NAME

0123456789

NUMBERS

B[™]

SECONDARY LOGO

▲
**CHAMPIONS
MADE HERE**
▬

CHAMPIONS MADE HERE
LOGO

CHAMPIONS MADE HERE.

SCHOOL MOTTO: STRAIGHT

**CHAMPIONS
MADE HERE**

SCHOOL MOTTO: STACKED

Ucla[®]
ATHLETICS

SPORT-SPECIFIC LOGOS,
DEPARTMENT-SPECIFIC LOGOS

UCLA[®]
ATHLETICS

SPORT-SPECIFIC LOGOS WITH
ALTERNATE PRIMARY LOGO

Ucla × 

Ucla × 

SONS OF WESTWOOD // WHITE ON BLACK STANDARDS



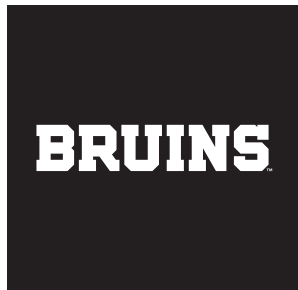
PRIMARY LOGO



SCHOOL WORDMARK



SCHOOL WORDMARK



SCHOOL WORDMARK:
STRAIGHT



MASCOT WORDMARK:
ARCHED



STANDARD FONT



CONDENSED FONT



PLAYER NAME



NUMBERS



SECONDARY LOGO



CHAMPIONS MADE HERE
LOGO



SCHOOL MOTTO: STRAIGHT



SCHOOL MOTTO: STACKED



SPORT-SPECIFIC LOGOS,
DEPARTMENT-SPECIFIC LOGOS



SPORT-SPECIFIC LOGOS WITH
ALTERNATE PRIMARY LOGO



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 THE LOGO COUNTER CLOCKWISE. 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.

SONS OF WESTWOOD // SCHOOL WORDMARK RESTRICTIONS



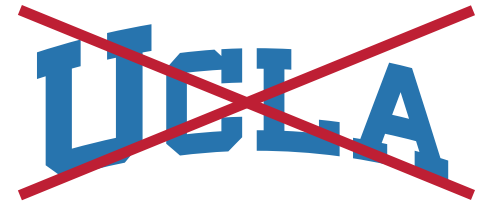
DO NOT MAKE THE TYPE WEIGHT THINNER.



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.

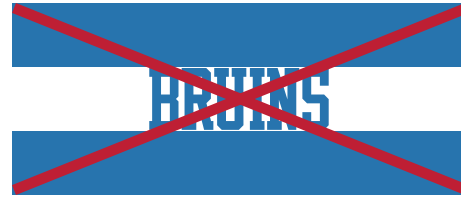


DO NOT CHANGE THE VERTICAL SCALE OF THE INTERNAL CHARACTERS.

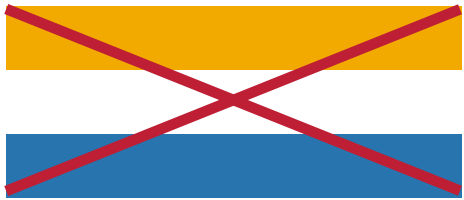
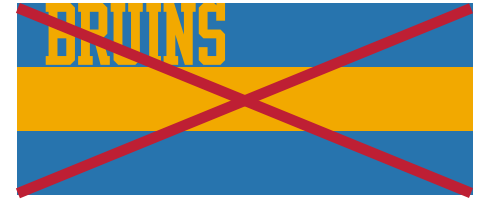
SONS OF WESTWOOD // STRIPE RESTRICTIONS



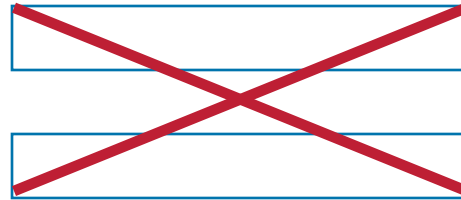
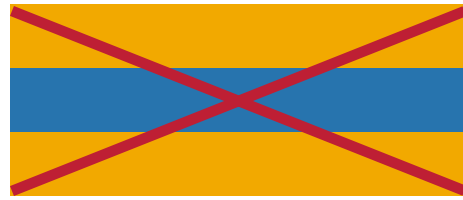
DO NOT HAVE THE STRIPES TOUCH ANY WORDMARK OR LOGOS.



DO NOT HAVE ANY TEXT OVERLAP OR APPEAR INSIDE ONE OF THE STRIPE BLOCKS.



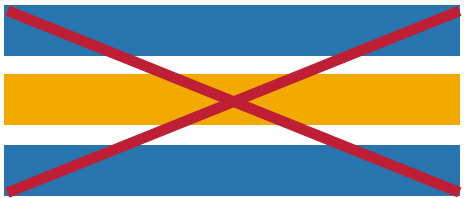
DO NOT RECOLOR THE STRIPES IN A NON-APPROVED WAY.



DO NOT USE AN OUTLINE FORM AS A DIFFERENT VARIATION OF THE STRIPES.



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



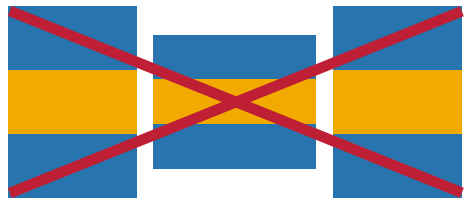
DO NOT SET PARTS OF THE STRIPE APART FROM ANOTHER.



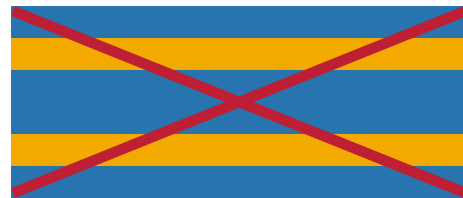
DO NOT HAVE ANY PART OF THE STRIPE BE SCALED DIFFERENT IN RELATION TO OTHER PARTS OF THE STRIPE.



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



DO NOT HAVE A STRIPE WITHIN A STRIPE.



DO NOT HAVE STRIPES TOUCH OTHER STRIPES.



DO NOT CREATE AN ADDITIONAL PART ON THE STRIPE.

NOTES
