

Color

Our palette is built with a limited selection of colors from the broader UC San Diego palette. It relies primarily on navy and gold, as well as ample negative space. We commonly use the color “Sand” as a neutral tone for backgrounds.

We lean on a set of secondary tints and neutrals to add accent elements to layouts. This helps ensure that GPS shares a common look with the overall university brand, but also retains its own aesthetic.

When printing the tints and neutrals as Pantone spot colors, refer to the [color section of the UC San Diego brand guidelines](#).

Primary Colors

UC San Diego Navy

Pantone 2767
C100 M86 Y42 K42
R24 G43 B73
#182B49

UC San Diego Gold

Pantone 1245
C6 M35 Y99 K18
R198 G146 B20
#C69214

UC San Diego Gold (10% shade) #B28312*

*See page 2
for guidance

Tints

Green (50% tint)

C30 M9 Y46 K0
R183 G203 B157
#B7CB9D

UC San Diego Blue (50% tint)

C49 M18 Y11 K0
R128 G177 B205
#80B1CD

Orange (50% tint)

C4 M24 Y43 K0
R254 G196 B128
#FEC480

UC San Diego Gold (50% tint)

C12 M18 Y53 K0
R227 G201 B138
#E3C98A

Neutrals

Cool Gray

C30 M22 Y17 K57
R116 G118 B120
#747678

Stone

C10 M11 Y17 K27
R182 G177 B169
#B6B1A9

Stone (50% tint)

C13 M11 Y13 K0
R219 G216 B212
#DBD8D4

Sand

C4 M6 Y10 K0
R245 G240 B230
#F5F0E6

Color Accessibility

When you’re setting type, use this chart to help you choose accessible color combinations for your text and background. Open areas in the grid represent pairings that are unpleasant or otherwise incompatible with accessible design.

The primary palette should have a strong presence in every communication. Secondary colors should always be supported by our navy and gold.

These color combinations meet WCAG Level AA accessibility requirements for digital media. For type size and color, always make choices that meet or exceed standards of legibility. Use your best judgment for print.

When designing for digital applications, refer to the [color section of the UC San Diego brand guidelines](#) and the [color accessibility guide](#).

		BACKGROUND COLOR												FOREGROUND/TEXT COLOR											
		Primary				Tints				Neutrals				Primary				Tints				Neutrals			
Primary																									
Tints																									
Neutrals																									

This symbol indicates that the color combination is suitable only for graphics or for **large text** (which is defined as boldface text at 14 pt. or larger, or any text at 18 pt. or larger).

*

*

#B28312

NOTE
For text on white or sand-colored backgrounds, UC San Diego Gold is not accessible for digital applications. In these instances, use the approved 10% shade of UC San Diego Gold, **#B28312**. Text must be set at 18 pt. or larger; if the text is boldface, it must be set at 14 pt. or larger.

Most Commonly Used GPS Branding Color Combinations (Accessible, WCAG AA)

<https://webaim.org/resources/contrastchecker/?fcolor=182B49&bcolor=E3C98A>



Navy blue: #182B49



Gold (50% tint): #E3C98A

<https://webaim.org/resources/contrastchecker/?fcolor=182B49&bcolor=FFFFFF>



Navy blue: #182B49

White: #FFFFFF

<https://webaim.org/resources/contrastchecker/?fcolor=182B49&bcolor=C69214>



Navy blue: #182B49



Gold: #C69214

<https://webaim.org/resources/contrastchecker/?fcolor=182B49&bcolor=F5F0E6>



Navy blue: #182B49



Sand: #F5F0E6

<https://webaim.org/resources/contrastchecker/?fcolor=B28312 &bcolor=F5F0E6>



Gold* (10% Shade): #B28312



Sand: #F5F0E6

Note: 10% Shade Gold can ONLY be used as text color and NOT a background color.

Also it must be “large text” to be accessible; “large text” is defined as 14 pt and bold or larger, or 18 pt or larger.

<https://webaim.org/resources/contrastchecker/?fcolor=B28312&bcolor=FFFFFF>



Gold* (10% Shade): #B28312

White: #FFFFFF

Note: 10% Shade Gold can ONLY be used as text color and NOT a background color.

Also it must be “large text” to be accessible; “large text” is defined as 14 pt and bold or larger, or 18 pt or larger.