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.

<table>
<thead>
<tr>
<th>Primary Colors</th>
<th>Tints</th>
<th>Neutrals</th>
</tr>
</thead>
<tbody>
<tr>
<td>UC San Diego Navy</td>
<td>Green (50% tint)</td>
<td>Cool Gray</td>
</tr>
<tr>
<td>Pantone 2767</td>
<td>C30 M9 Y46 K0</td>
<td>C30 M22 Y17 K57</td>
</tr>
<tr>
<td>C100 M86 Y42 K42</td>
<td>R183 G203 B157</td>
<td>R116 G18 B120</td>
</tr>
<tr>
<td>R24 G43 B73</td>
<td>#87CB9D</td>
<td>#747678</td>
</tr>
<tr>
<td>#182B49</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UC San Diego Gold</th>
<th>UC San Diego Blue</th>
<th>Orange (50% tint)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 1245</td>
<td>Pantone 5784</td>
<td>Pantone 4725</td>
</tr>
<tr>
<td>C6 M35 Y99 K18</td>
<td>C49 M18 Y11 K0</td>
<td>C4 M24 Y43 K0</td>
</tr>
<tr>
<td>R198 G146 B20</td>
<td>R128 G177 B205</td>
<td>R254 G196 B128</td>
</tr>
<tr>
<td>#C69214</td>
<td>#80B1CD</td>
<td>#F6C480</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UC San Diego Gold (50% tint)</th>
<th>UC San Diego Gold (10% shade)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UC San Diego Blue (50% tint)</td>
<td>UC San Diego Gold (50% tint)</td>
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<tbody>
<tr>
<td>Green (50% tint)</td>
<td>Stone</td>
</tr>
<tr>
<td>C30 M9 Y46 K0</td>
<td>C13 M11 Y13 K0</td>
</tr>
<tr>
<td>R183 G203 B157</td>
<td>R219 G216 B212</td>
</tr>
<tr>
<td>#87CB9D</td>
<td>#BB81A9</td>
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*See page 2 for guidance
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.

<table>
<thead>
<tr>
<th>FOREGROUND/TXT COLOR</th>
<th>PRIMARY</th>
<th>TINTS</th>
<th>NEUTRALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRIMARY</td>
<td><img src="#" alt="Primary Colors" /></td>
<td><img src="#" alt="Tints Colors" /></td>
<td><img src="#" alt="Neutrals Colors" /></td>
</tr>
<tr>
<td>FOREGROUND COLOR</td>
<td><img src="#" alt="Primary Colors" /></td>
<td><img src="#" alt="Tints Colors" /></td>
<td><img src="#" alt="Neutrals Colors" /></td>
</tr>
<tr>
<td>BACKGROUNDD COLOR</td>
<td><img src="#" alt="Primary Colors" /></td>
<td><img src="#" alt="Tints Colors" /></td>
<td><img src="#" alt="Neutrals Colors" /></td>
</tr>
</tbody>
</table>

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).

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.