

Accessible Color Guide

When using our color palette, color contrast should reach a minimum of WCAG 2.0 level AA.

Avoid using only color to emphasize elements. For example, avoid using only color to indicate error states or different states of a link (text link, focus or hover state).

AA18 indicates that for this color combination, text must be 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Primary Colors

UC Blue #1295D8

Dark Blue #002033

Black #000000

Dark Gray #171717

AA18

White #FFFFFF

UC Gold #FFB511

Blue #005581

Dark Blue #002033

Gray #4C4C4C

Dark Gray #171717

Black #000000

Secondary Colors

Blue #005581

Ex. Light Blue #BDE3F6

UC Gold #FFB511

Gold #FFD200

Light Gold #FFE552

Light Pink #FEB2E0

Warm Gray 1 #DBD5CD

White #FFFFFF

AA18

Light Blue #72CDF4

Orange #FF8F28

Warm Gray 3 #BEB6AF

Light Blue #72CDF4

Dark Blue #002033

Gray #4C4C4C

Dark Gray #171717

Black #000000

AA18

Blue #005581

Gold #FFD200

Blue #005581

Dark Blue #002033

Gray #4C4C4C

Dark Gray #171717

Black #000000

AA18

Teal #00778B

Light Gold #FFE552

Blue #005581

Dark Blue #002033

Gray #4C4C4C

Dark Gray #171717

Black #000000

AA18

Teal #00778B

UC Gray #7C7E7F

Tertiary Colors

Teal #00778B

White #FFFFFF

AA18

Dark Blue #002033

Ex. Light Blue #BDE3F6

Gold #FFD200

Light Gold #FFE552

Light Pink #FEB2E0

Warm Gray 1 #DBD5CD

Dark Gray #171717

Black #000000

Light Teal #00A3AD

Dark Blue #002033

Dark Gray #171717

Black #000000

AA18

White #FFFFFF

Pink #E44C9A

Dark Blue #002033

Dark Gray #171717

Black #000000

AA18

White #FFFFFF

Light Pink #FEB2E0

Blue #005581

Dark Blue #002033

Gray #4C4C4C

Dark Gray #171717

Black #000000

AA18

Teal #00778B

Tertiary Colors

Orange #FF6E1B

Dark Blue #002033

Dark Gray #171717

Black #000000

AA18

Gray #4C4C4C

Light Orange #FF8F28

Dark Blue #002033

Dark Gray #171717

Black #000000

AA18

Blue #005581

Gray #4C4C4C

Extra Light Blue #BDE3F6

Blue #005581

Dark Blue #002033

Gray #4C4C4C

Dark Gray #171717

Black #000000

AA18

Teal #00778B

UC Gray #7C7E7F

UC Gray #7C7E7F

Black #000000

AA18

Dark Blue #002033

Ex. Light Blue #BDE3F6

Light Gold #FFE552

Dark Gray #171717

White #FFFFFF

Tertiary Colors

Warm Gray 8 #8F8884

Dark Blue #002033

Dark Gray #171717

Black #000000

AA18

White #FFFFFF

Warm gray 3 #BEB6AF

Dark Blue #002033

Dark Gray #171717

Black #000000

AA18

Blue #005581

Gray #4C4C4C

Warm gray 1 #DBD5CD

Blue #005581

Dark Blue #002033

Gray #4C4C4C

Dark Gray #171717

Black #000000

AA18

Teal #00778B

Gray #4C4C4C

Light Blue #72CDF4

Ex. Light Blue #BDE3F6

UC Gold #FFB511

Gold #FFD200

Light Gold #FFE552

Light Pink #FEB2E0

Warm Gray 1 #DBD5CD

White #FFFFFF

AA18

Orange #FF6E1B

Light Orange #FF8F28

Warm Gray 3 #BEB6AF

Tertiary Colors

Dark Gray #171717

UC Blue #1295D8

Light Blue #72CDF4

Ex. Light Blue #BDE3F6

UC Gold #FFB511

Gold #FFD200

Light Gold #FFE552

Orange #FF6E1B

Light Orange #FF8F28

AA18

Teal #00778B

UC Gray #7C7E7F

Pink #E44C9A

Light Pink #FEB2E0

Light Teal #00A3AD

Warm Gray 8 #8F8884

Warm Gray 3 #BEB6AF

Warm Gray 1 #DBD5CD

White #FFFFFF

Dark Blue #002033

UC Blue #1295D8

Light Blue #72CDF4

Ex. Light Blue #BDE3F6

UC Gold #FFB511

Gold #FFD200

Light Gold #FFE552

Orange #FF6E1B

Light Orange #FF8F28

AA18

Teal #00778B

UC Gray #7C7E7F

Pink #E44C9A

Light Pink #FEB2E0

Light Teal #00A3AD

Warm Gray 8 #8F8884

Warm Gray 3 #BEB6AF

Warm Gray 1 #DBD5CD

White #FFFFFF

Tertiary Colors

White #FFFFFF

Blue #005581

Dark Blue #002033

Teal #00778B

Gray #4C4C4C

Dark Gray #171717

Black #000000

AA18

UC Blue #1295D8

Pink #E44C9A

Light Teal #00A3AD

UC Gray #7C7E7F

Warm Gray 8 #8F8884

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