PRIMARY PALETTES

Heritage

Berkeley Blue
HEX: 003262

California Gold
HEX: FDB515

Alternate Heritage

Founder's Rock
HEX: 3B7EA1

Web Medalist
HEX: C4820E
NEW

SECONDARY PALETTES

Neutrals

Web Bay Fog
HEX: DDD5C7
NEW

Sather Gate
HEX: B9D3B6

Web Background Grey
HEX: EEEEEE
NEW

Vibrants

Wellman Tile
HEX: D9661F

Rose Garden
HEX: EE1F60

Lawrence
HEX: 00B0DA

Ion
HEX: CFDD45

Brights

Golden Gate
HEX: ED4E33

Web Lap Lane
HEX: 00A598
NEW

Web Soybean
HEX: 859438
NEW

Darks

South Hall
HEX: 6C3302

Web Pacific
HEX: 46535E
NEW

Stone Pine
HEX: 584F29

Web Grey
HEX: 888888
NEW

PLEASE NOTE: Some of these web colors have been modified from the previous version to comply with WCAG 2.0 level AA standards for type.

SMALL TEXT (under 18 pts) | Recommended color combinations

In compliance with the Americans with Disabilities Act (ADA), and to help serve those with low vision, our color palette is restricted on the web and in digital materials. Use this guide to inform web and digital color choices.

These color combinations meet the **WCAG 2.0 level AA** standards. For a better understanding of these standards, please check webaim.org/standards/wcag/checklist, or webaim.org/resources/contrastchecker/ for the color contrast checker.

Berkeley Blue 003262

California Gold FDB515

Sather Gate B9D3B6

Ion CFDD45

Web Bay Fog DDD5C7

Lawrence 00B0DA

Web Lap Lane 00A598

White

Founder's Rock 3B7EA1

White

Black

Wellman TIle D9661F

Black

Web Background Grey EEEEEE

Berkeley Blue 003262

Founder's Rock 3B7EA1

Stone Pine 584F29

Web Pacific 46535E

South Hall 6C3302

Black

Lawrence 00B0DA

Berkeley Blue 003262

Black

California Gold FDB515

Berkeley Blue 003262

Stone Pine 584F29

Black

Web Medalist C4820E

Black

Web Bay Fog DDD5C7

Berkeley Blue 003262

Stone Pine 584F29

Black

Sather gate B9D3B6

Berkeley Blue 003262

Web Pacific 46535E

Black

Ion CFDD45

Berkeley Blue 003262

Stone Pine 584F29

Web Pacific 46535E

Black

Golden Gate
ED4E33

Black

South Hall
6C3302

White

Web Grey
888888

White

Black

Web Lap Lane
00A598

Black

Web Pacific
46535E

Web Bay Fog
DDD5C7

Ion
CFDD45

White

Web Soybean
859438

Black

Stone Pine
584F29

California Gold
FDB515

Web Bay Fog
DDD5C7

White

White

Berkeley Blue
003262

Founder's Rock
3B7EA1

Stone Pine
584F29

Web Pacific
46535E

South Hall
6C3302

Black

LARGE TEXT (18 pts regular text or larger / 14 pt bold text or larger) | Recommended color combinations

Berkeley Blue 003262

California Gold FDB515

Medalist E09E19

Wellman Tile D9661F

Sather Gate B9D3B6

Web Bay Fog DDD5C7

Lawrence 00B0DA

Ion CFDDD45

Lap Lane 00B2A5

White

California Gold FDB515

Berkeley Blue 003262

Stone Pine 584F29

Black

Founder's Rock 3B7EA1

California Gold FDB515

Sather Gate B9D3B6

Web Bay Fog DDD5C7

Ion CFDD45

White

Black

Web Medalist C4820E

White

Black

Wellman Tile D9661F

White

Black

Sather gate B9D3B6

Berkeley Blue 003262

Stone Pine 584F29

South Hall 6C3302

Web Pacific 46535E

Black

Web Bay Fog DDD5C7

Berkeley Blue 003262

Stone Pine 584F29

South Hall 6C3302

Web Pacific 46535E

Black

Rose Garden EE1F60

White

Black

Lawrence 00B0DA

Berkeley Blue 003262

Black

Ion CFDD45

Berkeley Blue 003262

Founder's Rock 3B7EA1

Stone Pine 584F29

Web Pacific 46535E

Black

Golden Gate ED4E33

White

Black

Web Lap Lane 00A598

White

Black

Web Soybean 859438

White

Black

LARGE TEXT (18 pts regular text or larger / 14 pt bold text or larger) | Recommended color combinations (CONT.)

South Hall
6C3302

White

Web Pacific
46535E

White

Ion
CFDD45

Sather gate
B9D3B6

Stone Pine
584F29

White

California Gold
FDB515

Sather gate
B9D3B6

Ion
CFDD45

Web Bay Fog
DDD5C7

Web Background Grey
EEEEEE

Berkeley Blue
003262

Founder's Rock
3B7EA1

Wellman Tile
D9661F

Rose Garden
EE1F60

Golden Gate
ED4E33

Stone Pine
584F29

Web Pacific
46535E

South Hall
6C3302

Black

White

Berkeley Blue
003262

Founder's Rock
3B7EA1

Web Medalist
C4820E

Wellman Tile
D9661F

Rose Garden
EE1F60

Golden Gate
ED4E33

Web Lap Lane
00A598

Web Soybean
859438

Stone Pine
584F29

Web Pacific
46535E

South Hall
6C3302

Web Grey
888888

Black

Web Grey
888888

White

Black