

---

# **UCLA Brand Guidelines for the Web**

---

**Version 1.0**

# Table of Contents

---

<b>Overview</b>	<b>4</b>
<b>Foundation</b>	<b>17</b>
<b>Components</b>	<b>28</b>
<b>Next Steps</b>	<b>46</b>

# Overview

---

**INTRODUCTION**

**GOAL**

**APPROACH**

**WHERE WE ARE**

**WHAT WE KNOW**

**POSSIBLE NEXT STEPS**

# Introduction

---

**UCLA Strategic Communications** has recently been working on two major initiatives: refining UCLA's visual identity and redesigning UCLA.edu. Both these initiatives have led the team to explore the current landscape of UCLA's digital ecosystem. This process identified an opportunity to create a better, unified experience across all UCLA digital properties – one that presents our rich and diverse content in a way that is accessible to all and embodies the UCLA brand.

To capitalize on this, the digital team within Strategic Communications would like to promote the creation of a campus-wide design system. The goal is to create a system that allows digital design and web development teams to be more efficient and effective in their work and not be slowed down with recreating common styles and patterns for the web. A successful system must be consistent, reusable, self-contained, accessible, and robust. That is why we should work together to define and develop it.

In an effort to be transparent about our work, we are sharing the foundation and some components developed during the visual identity exploration and UCLA.edu redesign. This document shows some of our work in progress. We'd like to spark a discussion about needs and challenges campus wide.

# Goal

---

- Unify the experience for users across our digital landscape.
- Be compliant with Web Content Accessibility Guidelines (WCAG Level 2.1 AA) published by the Web Accessibility Initiative (WAI).
- Implement clear usability standards for all users regardless of age (13 and up), reading ability (8th grade and up), physical limitations, or technical competency.
- Create, disseminate, preserve, and apply knowledge for the betterment of campus professionals.
- Design system of web components and guidelines based on our visual brand foundation of logos, color, type, grid, spacing, etc.
- Supporting web and mobile professionals regardless of their team's design resources, backend platform, or publishing tools.

# Approach

---

- Flexibility through atomic design vs. producing fixed and finite templates
- Collaboration vs. siloed creation
- Ongoing research and refinement of a design system as a product vs. a one-time deliverable

# Where We Are

---

- We refreshed the visual identity and design language of UCLA Brand Guidelines in 2018.
- We began to refine it for use in the digital space in late 2018.
- We designed and built the first phase of [www.ucla.edu](http://www.ucla.edu). Launch date is TBD. Rolling updates will follow for another 6-12 months.

# What We Know

---

- Creating a design system is a process that could span years of research and development
- To be successful, it should involve lots of teams and users across campus.
- Very rarely does a single designer/developer “overlord” succeed in creating a system that is usable and widely adopted. We cannot anticipate every use case and scenario to inform good design choices.
- A variety of expertise and talent are needed including people with experience in project and product management, accessibility, usability, content strategy, UX and UI patterns, front-end code, performance, governance, distribution, etc.
- We are a very large institution, and outside users need help navigating our offerings, our services, and understanding our value to the community beyond higher education alone.



# Possible Next Steps

---

- Develop a process for early stage collaboration
- Create sign-up form for interested participants on the Brand Guidelines website
- Create a dedicated communication channel for design system collaborators and community members.
- Establish core teams of experts in different areas
- Create a plan for allocating resources and funding and establish governance models
- Research and understand the needs of campus stakeholders (designers, developers, content producers, etc.)
- Develop standards and conventions for usability, design, code, and content
- Create, test, and produce components for campus design system
- Find the right tools to build and deliver this system to campus
- Develop a long-term plan for maintenance, feedback, and collaboration
- Share the vision & framework outline across campus & teams
- Engage & facilitate collaboration
- Design an execution plan; define roles & responsibilities

# Foundations

---

This section describes layout and design principles.

**RESPONSIVE LAYOUT GRID**

**SPACING**

**COLOR**

**TYPOGRAPHY**

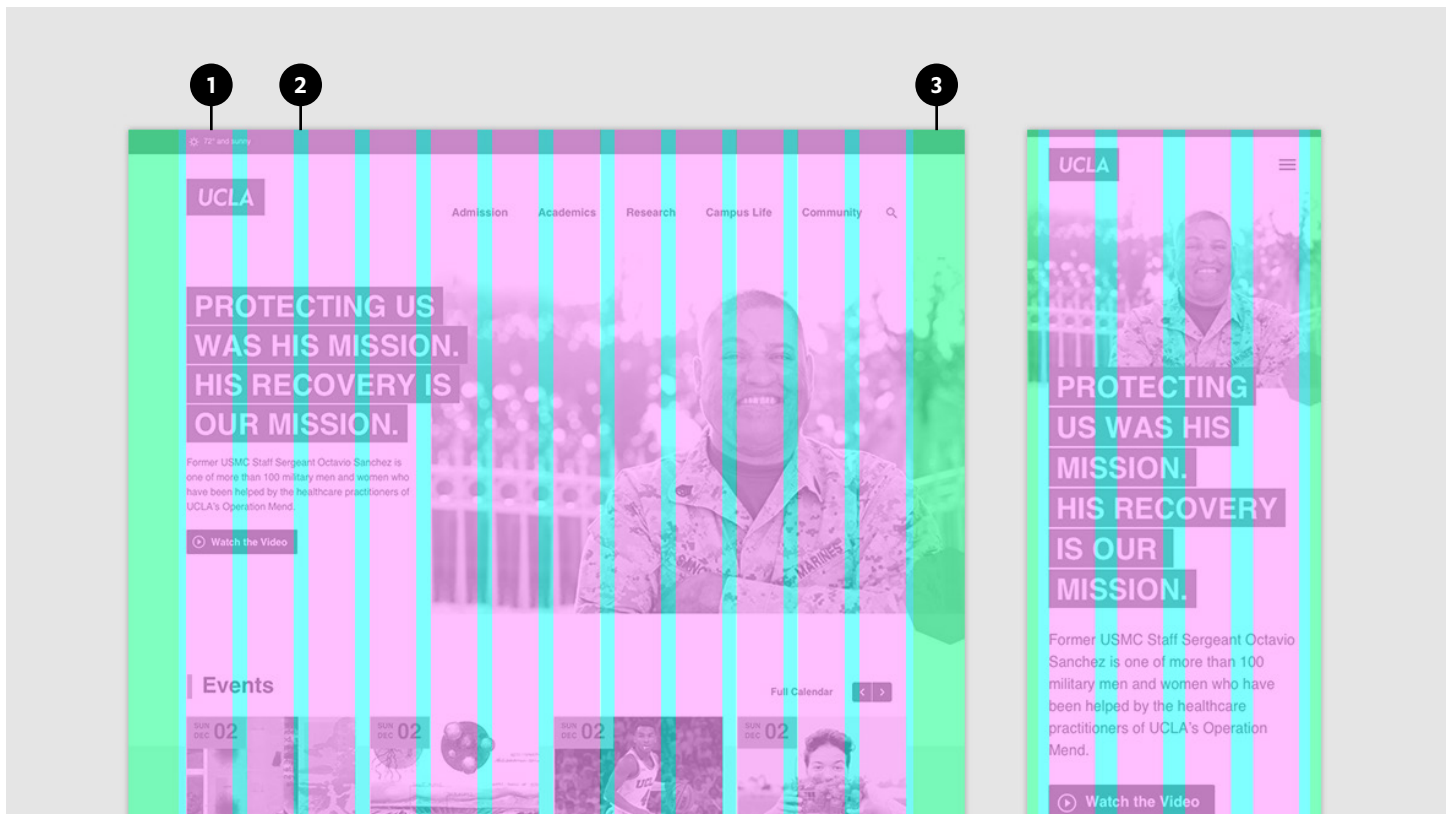
**ICONOGRAPHY**

# Responsive Layout Grid

## Usage

The 12-Column grid used for UCLA properties has been designed to adapt to different screen sizes and ensure consistent layouts across devices.

## Anatomy



1. Column
2. Gutter
3. Margin

# Responsive Layout Grid

---

## Specs

	Extra Small <576px	Small ≥576px	Medium ≥768px	Large ≥1024px	Extra Large ≥1024px
<b>Container width</b>	93.75% of browser width				
<b>Max # of columns</b>	12				
<b>Gutter width</b>	24px (12px each side of a column)				
<b>Margin</b>	3.125% each side of browser width				

# Spacing

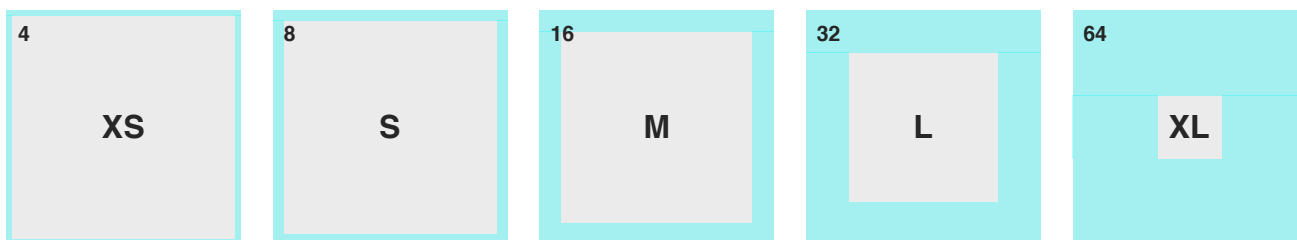
## Usage

We are using a soft 8-point grid to define our spacing. This means we use multiples of 8 to define dimensions, padding, and margins of both block and inline elements. Individual elements are positioned relative to each other. Smaller components, such as iconography and typography, can align to a 4-point grid.

## Specs

### Inset

Equal spacing within an element.



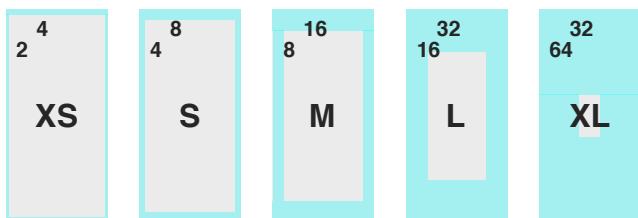
### Inset Squish

Spacing within an element where top and bottom spacing is smaller than left and right spacing.



### Inset Stretch

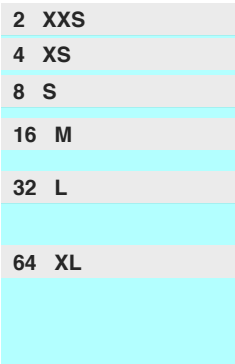
Spacing within an element where left and right spacing is smaller than top and bottom spacing.



# Spacing

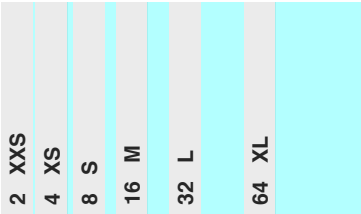
## Stack

Horizontal spacing between components.



## Inline

Vertical spacing between components.



# Color

## Usage

We've developed a system of colors that plays off the new brand colors, maximizes ADA compliancy, and creates a consistent link color-strategy. The system is broken down into four main palettes that are meant for unique uses:

- **Layout colors** are used for backgrounds, illustrations, and other graphical elements or fields that contribute to a pages layout.
- **Text colors** are used for text.
- **Interactive colors** are used for buttons, links, tiles, and other navigational elements.
- **Denotive colors** are used for error, success, warning and other types of alerts. These colors should be used minimally and for their intended meanings only.

## Colors

### Layout colors


**UCLA Blue**

RGB 39 116 174  
HEX #2774AE

**Darker Blue**

RGB 0 85 135  
HEX #005587

**Darkest Blue**

RGB 0 59 92  
HEX #003B5C

**UCLA Gold**

RGB 255 209 0  
HEX #FFD100

**White**

RGB 255 255 255  
HEX #FFFFFF

**Grey-10**

RGB 229 229 229  
HEX #E5E5E5

### Text colors


**White**

RGB 255 255 255  
HEX #FFFFFF

**Grey-10**

RGB 229 229 229  
HEX #E5E5E5

**Grey-40**

RGB 153 153 153  
HEX #999999

**Grey-60**

RGB 102 102 102  
HEX #666666

**Grey-80**

RGB 51 51 51  
HEX #333333

**Black**

RGB 0 0 0  
HEX #000000

# Color

## Interactive Colors

### On light background colors


**Default State**

RGB 0 89 140  
HEX #00598C

**Hover State**

RGB 0 121 191  
HEX #0079BF

**Active State**

RGB 0 59 92  
HEX #003B5C

**Focus State**

RGB 0 121 191  
HEX #0079BF

**Disabled State**

RGB 117 117 117  
HEX #757575

**Visited State**

RGB 82 35 176  
HEX #5223B0

### On dark background colors


**Default State**

RGB 255 209 0  
HEX #FFD100

**Hover State**

RGB 255 229 0  
HEX #FFE500

**Active State**

RGB 255 191 15  
HEX #FFBF0F

**Focus State**

RGB 255 229 0  
HEX #FFE500

**Disabled State**

RGB 229 229 229  
HEX #E5E5E5

**Visited State**

RGB 255 255 255  
HEX #FFFFFF

## Denotive Colors


**Error Red**

RGB 214 0 0  
HEX #D60000

**Success Green**

RGB 0 115 57  
HEX #007339

**Warning Orange**

RGB 245 127 23  
HEX #F57F17

**Primary Alert  
Blue**

RGB 139 184 232  
HEX #8BB8E8

**Secondary Alert  
Grey**

RGB 153 153 153  
HEX #999999

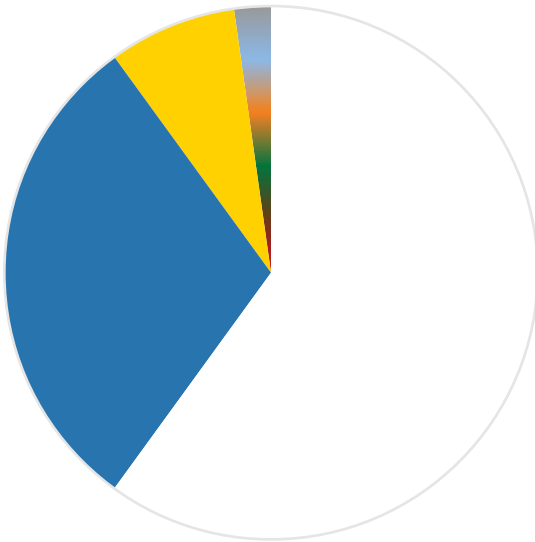


# Color

---

## Color Balance

In order to maintain the open, optimistic feel of UCLA, we recommend using a rough ratio of 60% white, 30% blue, 10% gold when determining your background colors.



## ADA Compliancy

Level AA compliance is a university mandate. It requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text, and a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). Level AAA compliancy requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Our color system has been design to allow for proper color contrast between text and background colors, graphics, and user interface components. It's important to use lighter text colors with darker layout colors and darker text colors with lighter layout colors.

# Typography

---

## Typefaces

Our preferred typeface for digital products is Helvetica. When used in a web safe font stack consisting of Helvetica, Arial, and sans-serif system fonts, this choice removes any licensing costs that are barrier of use for smaller departments and pairs well with the typeface used in our new department logo systems. We have limited our use to two weights, regular and bold, to maintain a consistent look across all devices.

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Helvetica Regular

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Helvetica Bold

## Type Scale

Our system uses a harmonious progression of font sizes and styles, each with an intended application and meaning. The scale is based on a progression of 1.5x the base font size of 16px with a few between sizes mixed into fulfill specific needs while maintaining legibility. A 16px base font size was selected because it allows for a scale that harmonious with the 4pt spacing system as well as meets ADA compliancy guidelines.

Aa

12.8px

Aa

16px

Aa

20px

Aa

24px

Aa

36px

Aa

48px

Aa

54px

## Line Height and Letter Spacing

For default body copy of 16px or small body copy of 12.8px, a line height of 150% the font size provides a spacing that is comfortable to read for long spans of text. For smaller heading sizes, 12.8px to 16px, a line height of 125% the font size provides a

# Typography

---

spacing that is comfortable to read for short spans of text. For larger heading sizes, 20px to 54px, a line height of 112.5% the font size provides a spacing that is comfortable to read for short spans of text.

The default letter spacing provides a comfortable read for Helvetica across body copy and headings.

---

## Specs

Below you'll find specs for common type treatments. A responsive scale is in discussion and may be added at a later date.

# Heading 1

Helvetica Bold, Size: 3em (48px), Line-height: 112.5% (54px), Color: #333333

## Heading 2

Helvetica Bold, Size: 2.25em (36px), Line-height: 112.5% (40.5px), Color: #333333

### Heading 3

Helvetica Bold, Size: 1.5em (24px), Line-height: 112.5% (27px), Color: #333333

#### Heading 4

Helvetica Bold, Size: 1.125em (20px), Line-height: 112.5% (22.5px), Color: #333333

##### Heading 5

Helvetica Bold, Size: 1em (16px), Line-height: 125% (20px), Color: #333333

##### Heading 6

Helvetica Bold, Size: 0.8em (12.8px), Line-height: 125% (16px), Color: #333333

# Typography

---

Lead copy. A series of sentences together which make a paragraph at the start of section or article. Epsum factorial non deposit quid pro quo hic escorol.

Helvetica Regular, Size: 1.5em (24px), Line-height: 125% (30px), Color: #333333

Body copy. A series of sentences together which make a paragraph at the start of section or article. Epsum factorial non deposit quid pro quo hic escorol.

Helvetica Regular, Size: 1em (16px), Line-height: 150% (24px), Color: #333333

Legal copy. A series of sentences together which make a paragraph at the start of section or article. Epsum factorial non deposit quid pro quo hic escorol.

Helvetica Regular, Size: 0.75em (12px), Line-height: 150% (18 px), Color: #333333

# Iconography

---

## Usage

Icons are used signify functionality like a link that opens in a new window or the direction a table column is sort. Icons may also be used as navigation elements like links to social media sites.

---

## Style

The monochrome color and strong strokes create a simple and graphic icon style that is highly legible.



# Gateway Components

---

We selected specific components from our work on Gateway and Brand that we think would be useful for a campus design system. We'd like your feedback on these components:

**MOBILE NAVIGATION**

**DESKTOP NAVIGATION**

**FOOTER**

**BRANDING RIBBON**

**HIGHLIGHT RIBBON**

**LINKS**

**BUTTONS**

**STAT BLOCKS**

**STAT BARS**

**FACTOIDS**

**RANKINGS**

**BOX STYLED LISTS**

**STORY CARDS**

**EVENT CARDS**

**PEOPLE CARDS**

**ACCORDIONS**

**LOAD MORE**

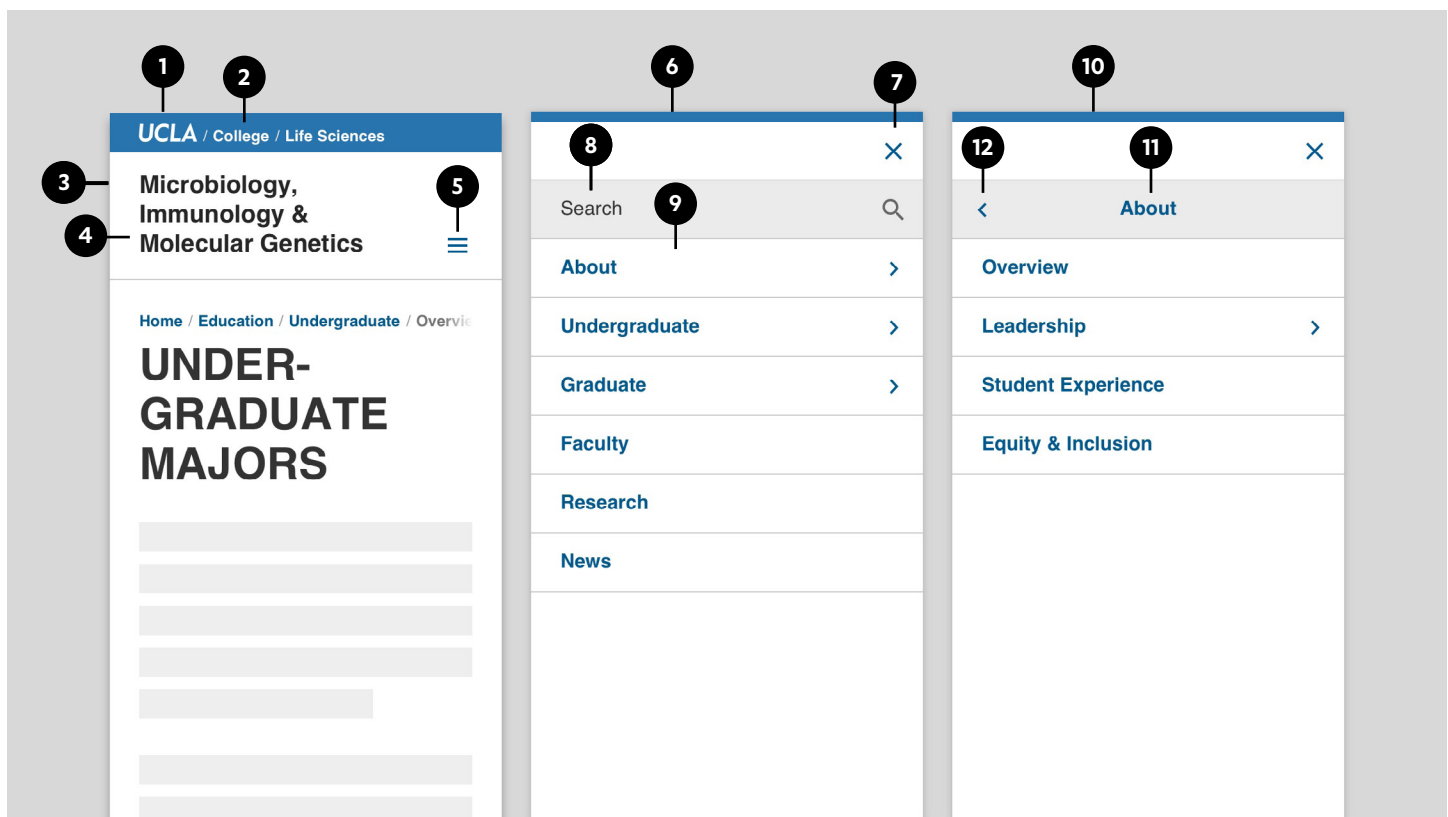
**TABLE**

# Mobile & Tablet Navigation

## Usage

At screen sizes under 1024 wide, the menu reduces to a “hamburger” menu button on the right. When tapped, the menu tray takes up the full width of the screen and scrolls vertically if needed.

## Anatomy



1. Universal Header
2. Hierarchy Breadcrumb
3. Department Header
4. Department Name
5. Menu Button

- 6 Tier 1 Menu Tray
7. Menu Tray Close
8. Search Field
9. Nav Item

- 10 Tier 2 Menu Tray
11. Menu Tray Title
12. Back Button

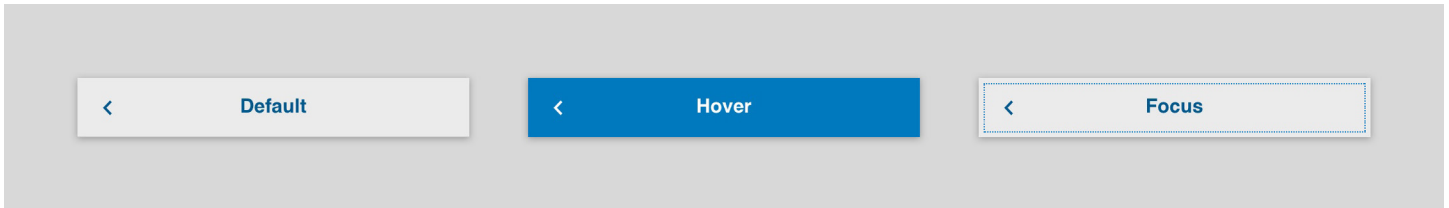
# Mobile & Tablet Navigation

## Specs

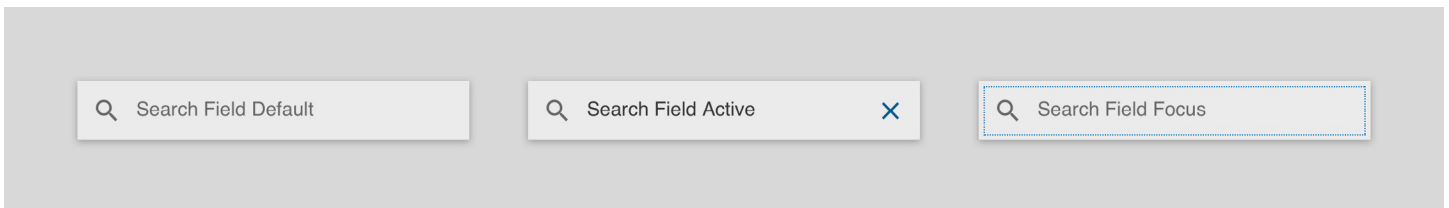
Each Nav Item has multiple states for default, hover, and focus. states.



Each Menu Tray Title has multiple states for default, hover, and focus. states.



The Search Field has multiple states for default, active, and focus. states.

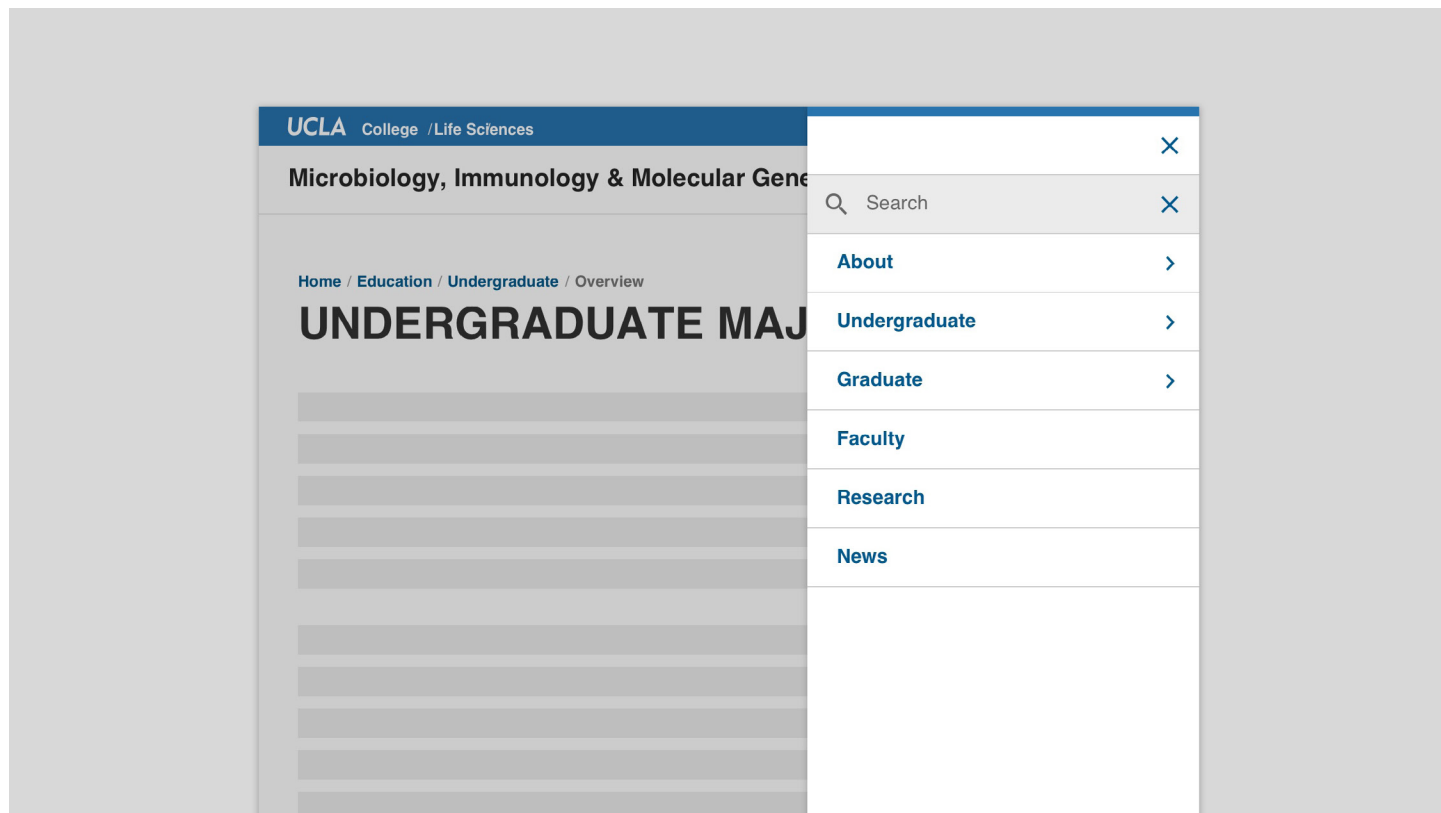




# Mobile & Tablet Navigation

## Variation for Tablets

The navigation variation for tablet functions and looks similar to the mobile variation with one main exception. The menu tray on tablet is not the full width of the browser window. Instead it is locked right side of the browser window at a width of 320px wide.

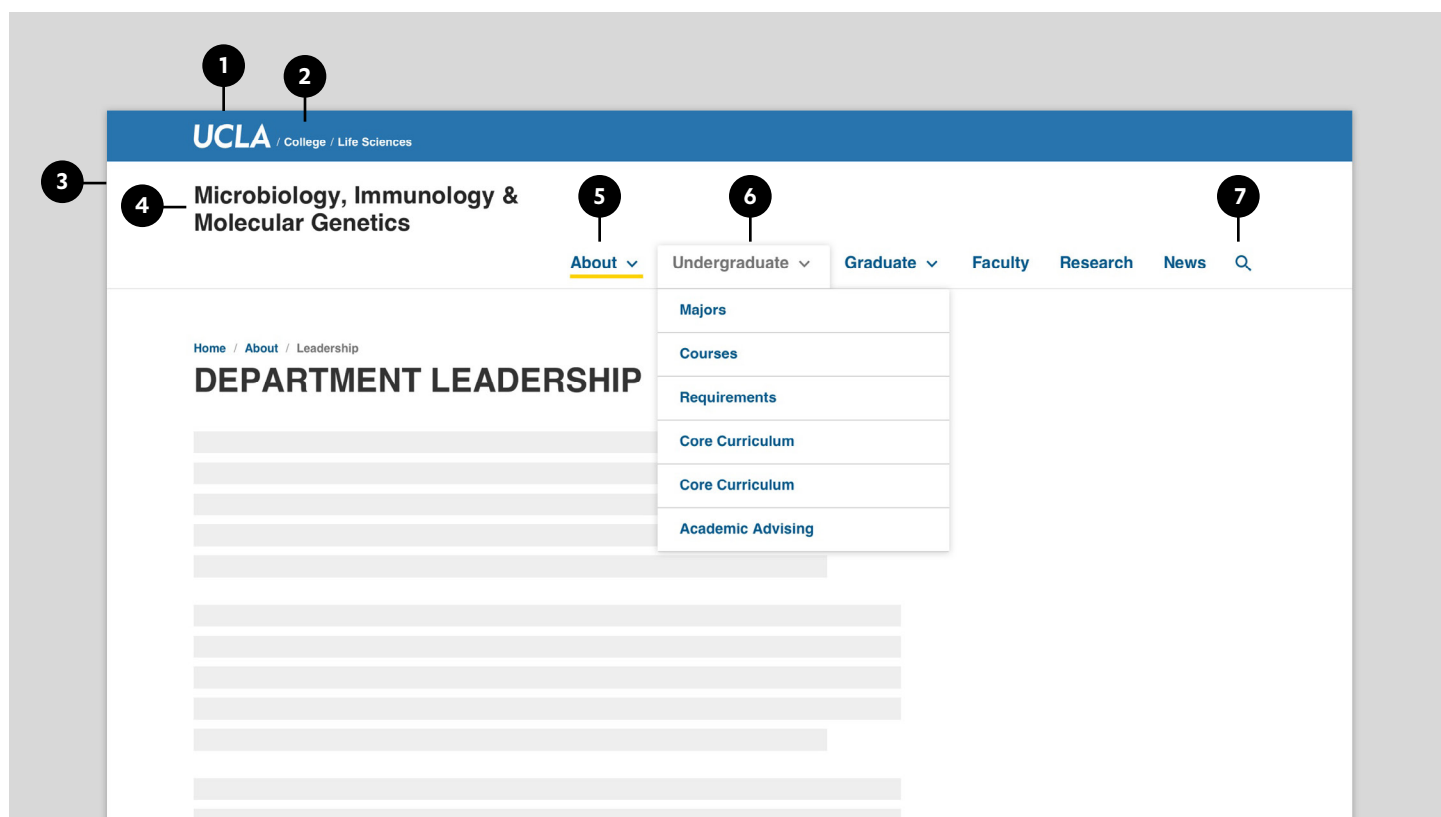


# Desktop Navigation

## Usage

At screen sizes 1024px and greater wide, use the full navigation.

## Anatomy

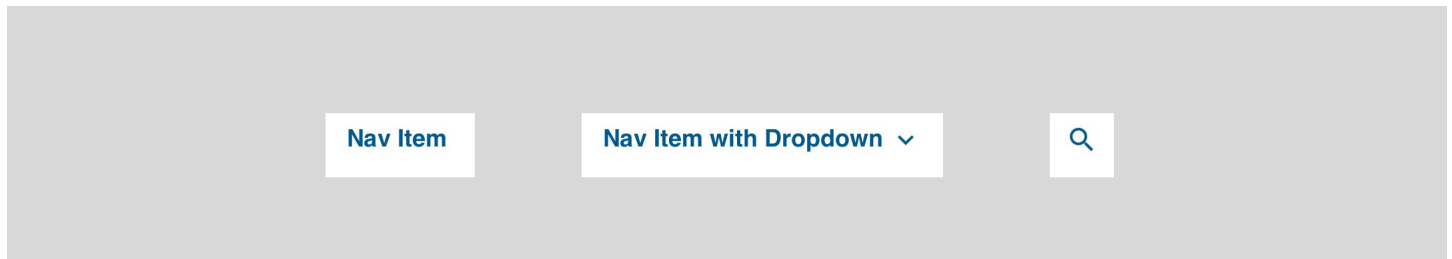


1. Universal Header
2. Hierarchy Breadcrumb
3. Department Header
4. Department Name
5. Nav Item
6. Dropdown Menu
7. Search Element

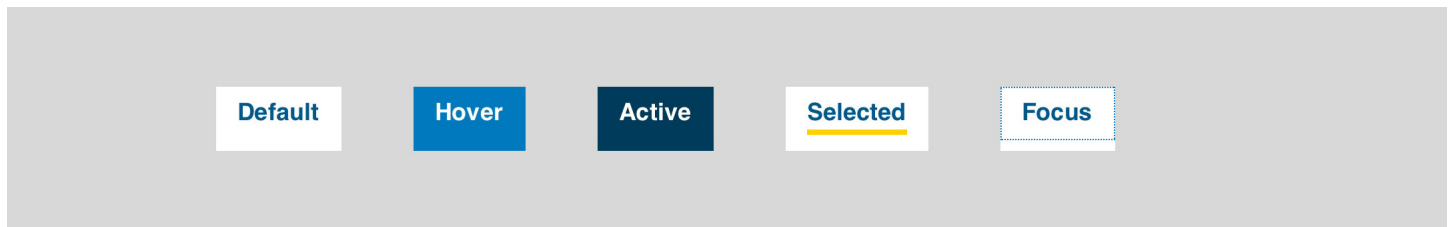
# Desktop Navigation

## Specs

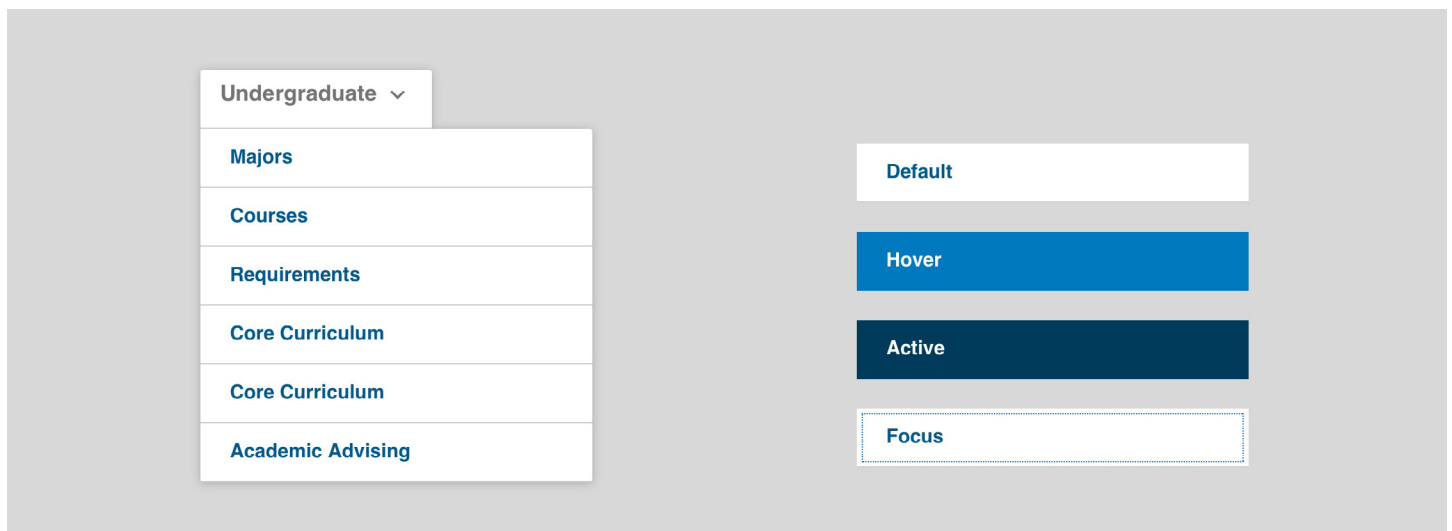
There are three different variations for navigational items: nav item, nav item with dropdown, nav item icon only.



Each navigational item has multiple states for default, hover, active and focus states. Main navigational items have a selected state to show you which main navigation section your in.



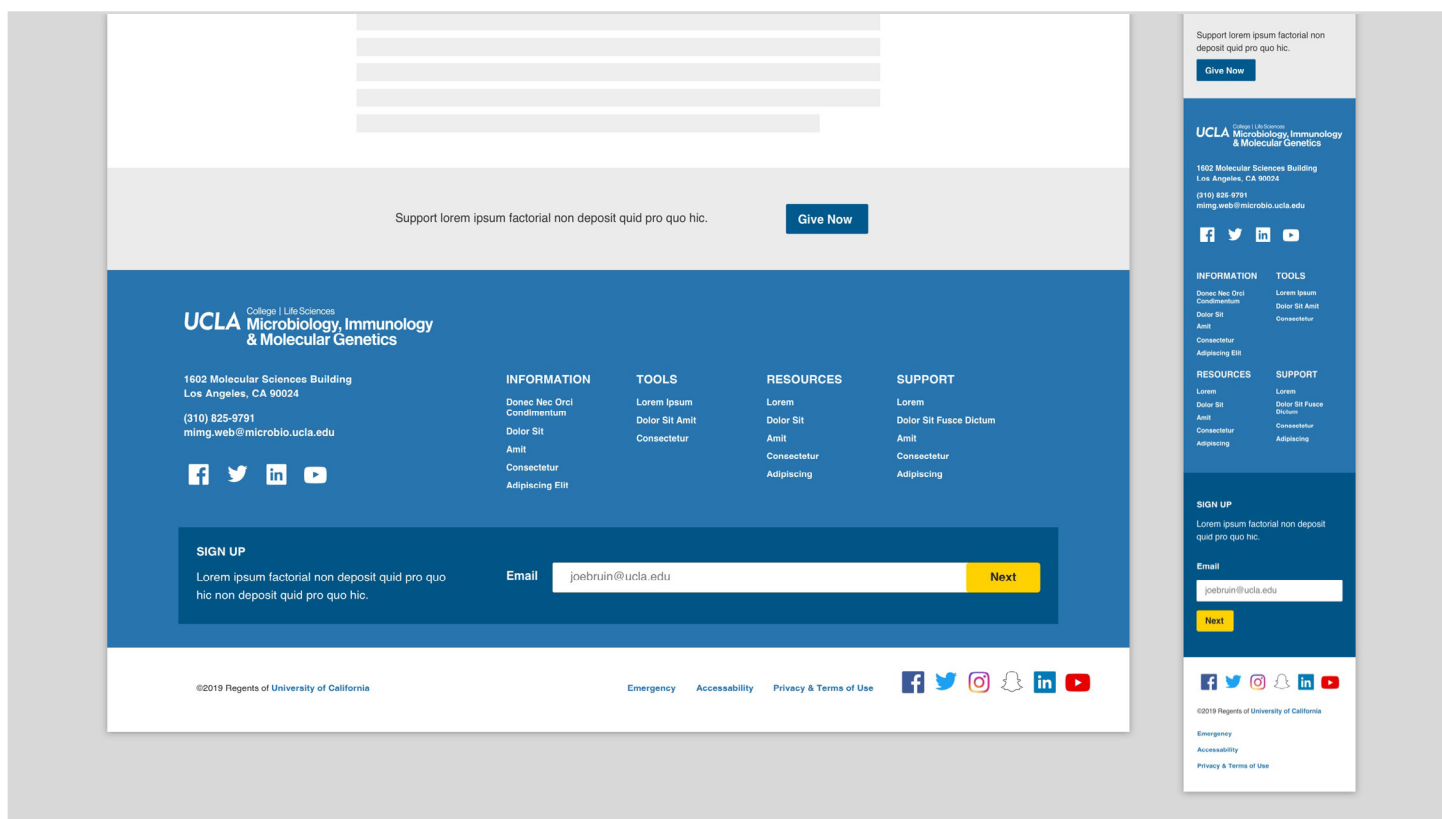
The Nav Item with Dropdown has an additional state where the dropdown menu is active. Each dropdown menu item also has states for default, hover, active and focus. states.



# Footer

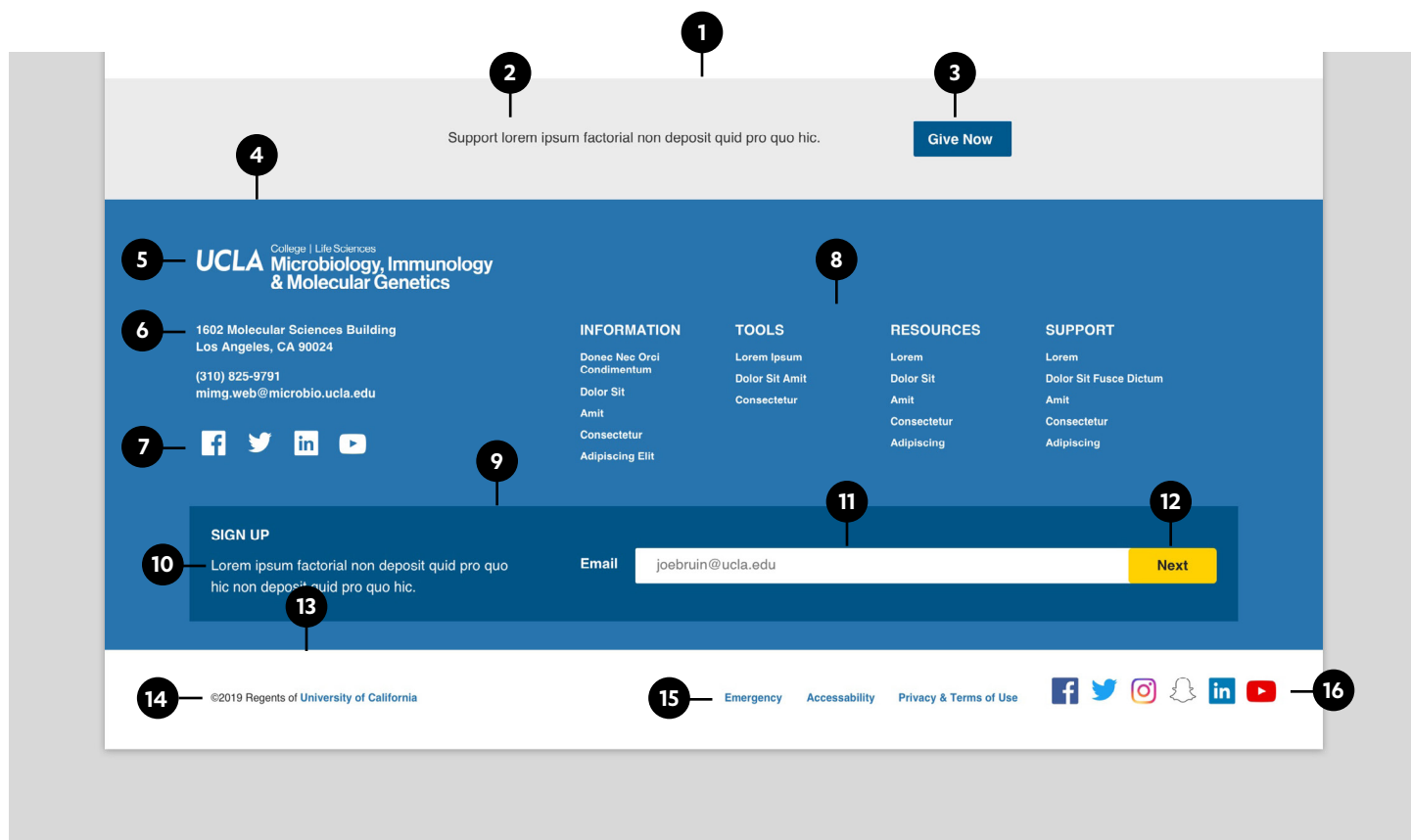
## Usage

The footer ends a page and contains additional information, navigation and actions for the user. The footer is made up of many pieces, some required, but many optional depending on a departments needs. The footer is responsive and adjust for different screen sizes.



# Footer

## Anatomy

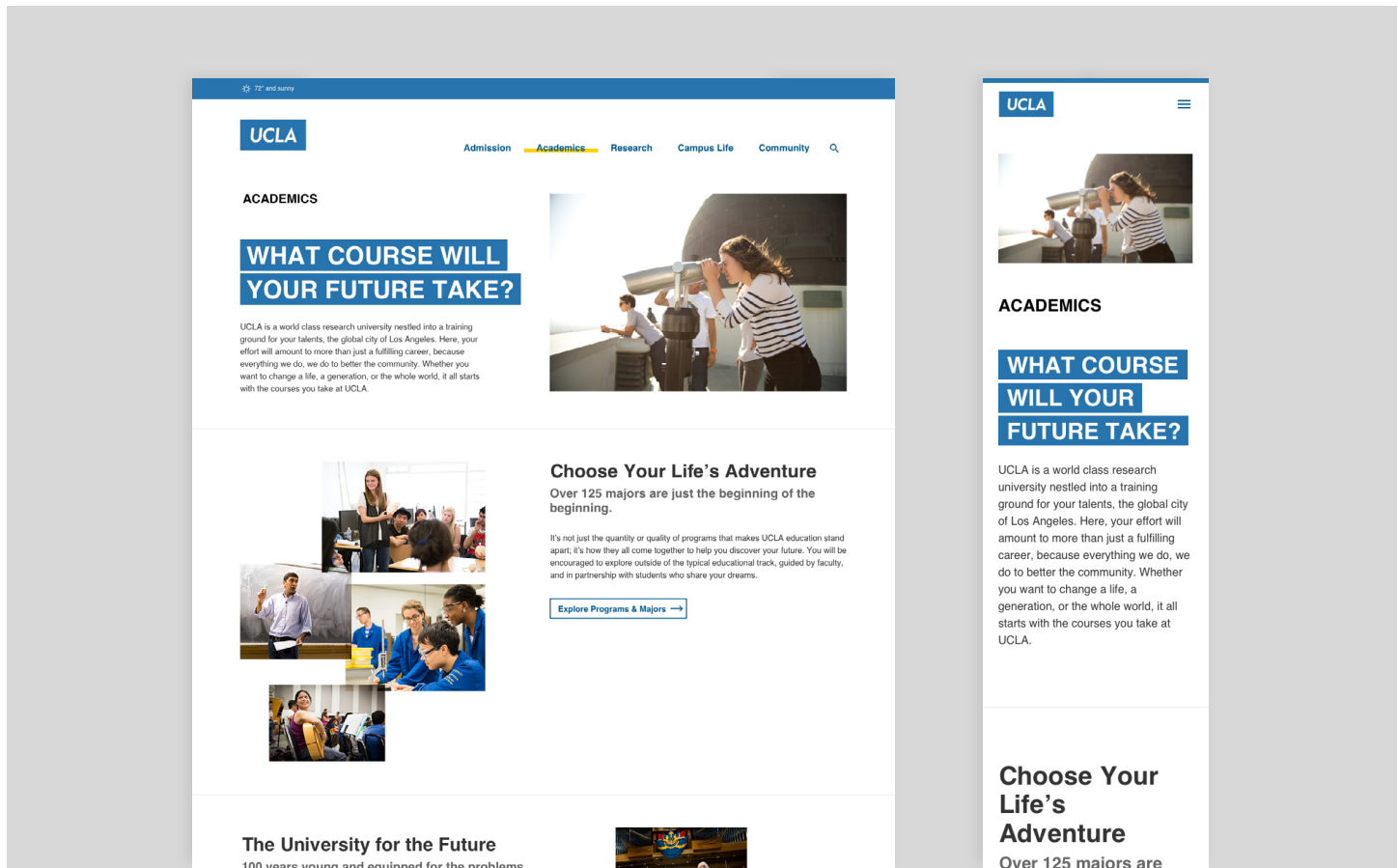


- |  |                              |                                    |
|--|------------------------------|------------------------------------|
| 1. Giving Section                            | 8. Department Footer Links   | 13. Global Footer (required)       |
| 2. Giving Message                            | 9. Department Email          | 14. Copyright (required)           |
| 3. Give Now Button                           | 10. Email Signup Message     | 15. Global Footer Links (required) |
| 4. Department Footer (required)              | 11. Email Signup Input Field | 16. UCLA Main Social Channel Links |
| 5. Department Logo (required)                | 12. Email Sign Button        |                                    |
| 6. Department Contact Information (required) |                              |                                    |
| 7. Department Social Channel Links           |                              |                                    |

# Branding Ribbon

## Usage

The branding ribbon is used on top of a blade of featured events or articles, often on a home or prominent landing page. Do not overuse on interior level informational pages.

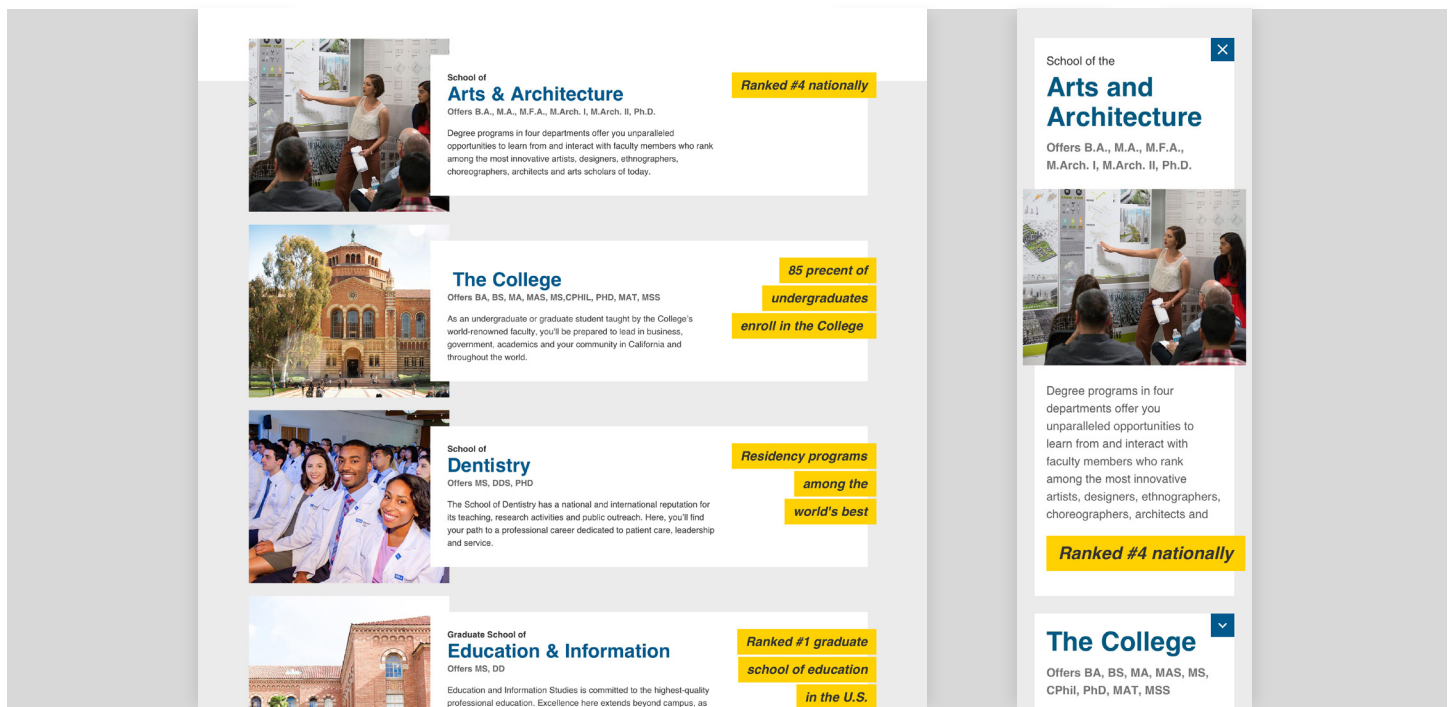


# WHAT COURSE WILL YOUR FUTURE TAKE?

# Highlight Ribbon

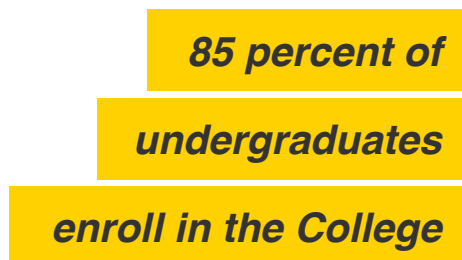
## Usage

Highlight ribbons are used to callout a piece of fact, ranking, or accolade that is secondary to the main content. This is used for information that is secondary to the main content being communicated as opposed to Stat Bars or Factoid components that are the main content.



## Variations

### Multiple lines



### Single line



# Buttons

## Usage

- **Primary buttons** are styled as solid buttons and open important content, are calls-to-action (CTAs) or initiates functionality. Icons are used to the right or left to clarify the content or action type. Type + icon are centered.
- **Secondary buttons** are styled as outline buttons and encourage content exploration.
- **Tertiary buttons** are styled without a box and are similar in style and priority to inline links but stand out from copy.

## Primary Buttons (high emphasis)

### Variations



### Interactive States



## Secondary Buttons (medium emphasis)

### Variations



### Interactive States



## Tertiary Buttons (low emphasis)

### Variations



### Interactive States

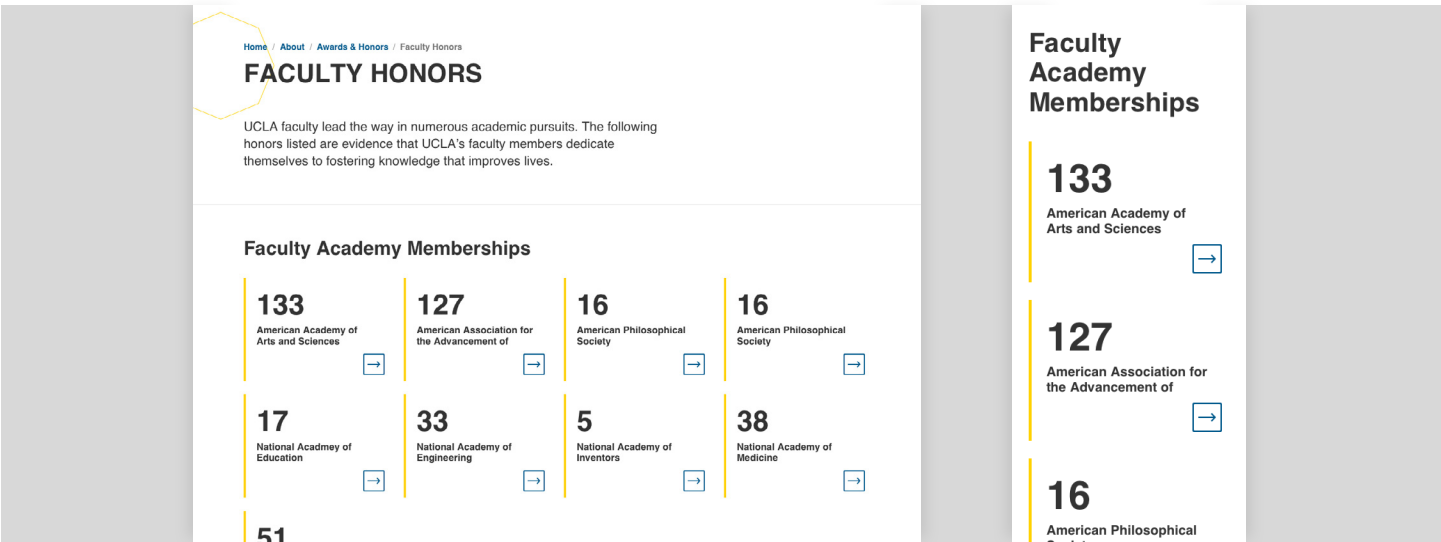




# Stat Blocks

## Usage

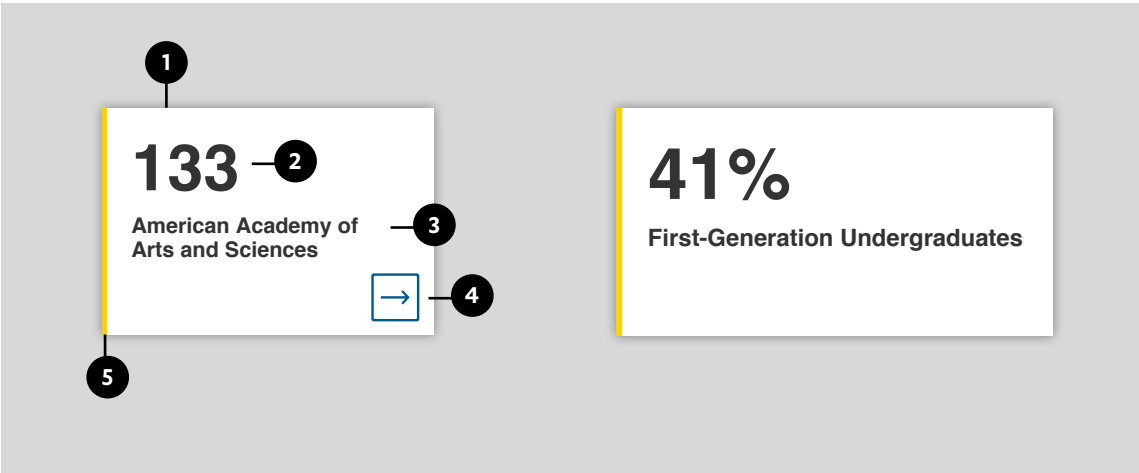
Elements include large number value on top with description underneath and vertical rules on one side. It can be static or a link.



## Anatomy

### With Link

### Static

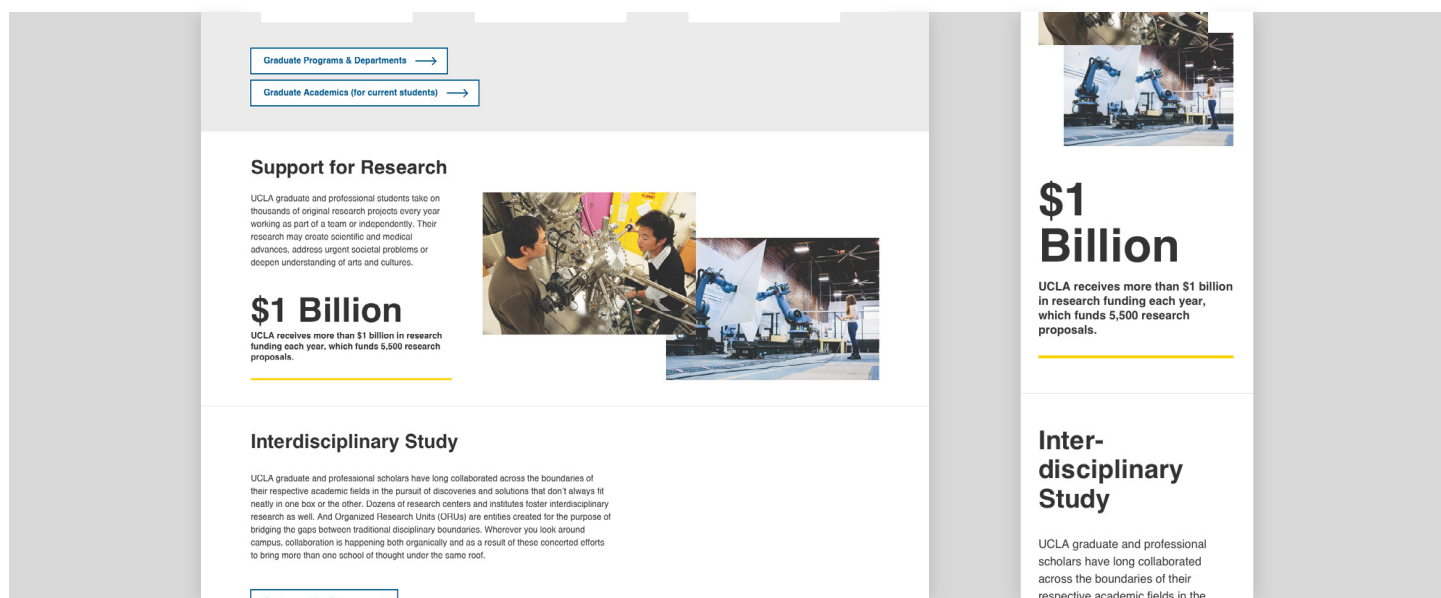


- 1. Content Area
- 2. Value (required)
- 3. Description (required)
- 4. Link (optional)
- 5. Gold Bar

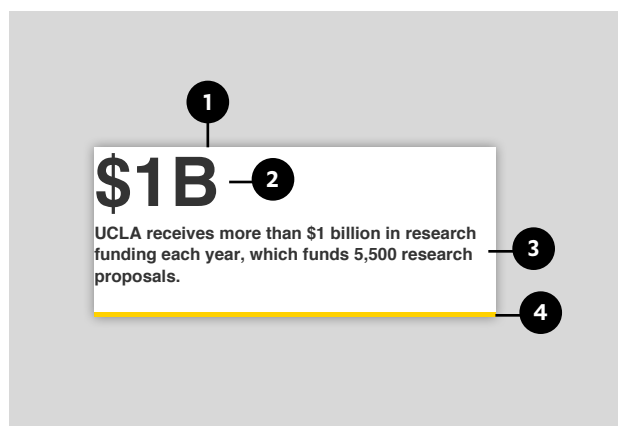
# Stat Bars

## Usage

Similar to Stat Blocks but wider and with one horizontal or vertical bar. There are several format options for the numbers.

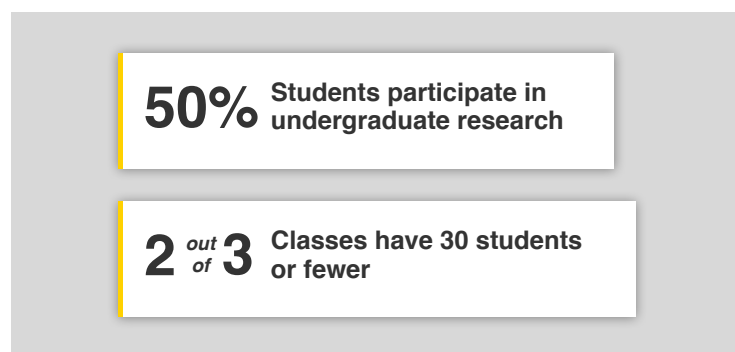


## Anatomy



1. Content Area
2. Value (required)
3. Metric (required)
4. Gold Bar

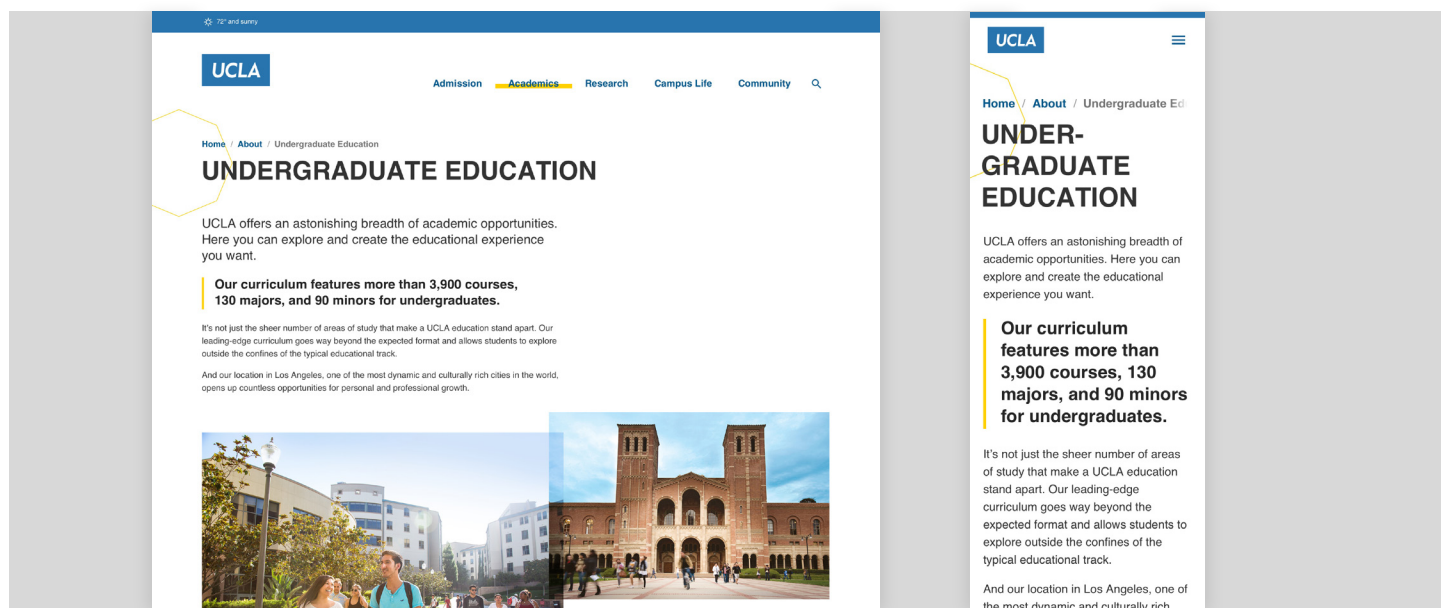
## Number Format Variants



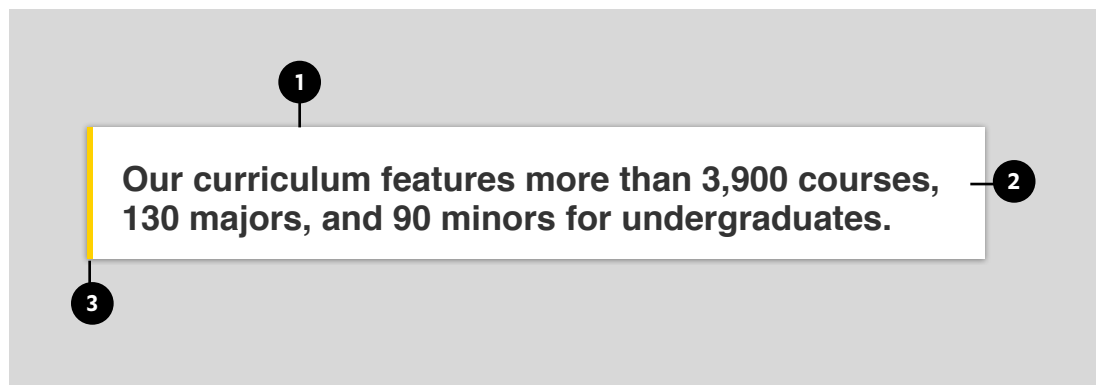
# Factoids

## Usage

Similar to Stats or Block Highlight, factoids are used for statements that don't begin with a prominent number or symbol (\$, %).



## Anatomy



1. Content Area
2. Metric (required)
3. Gold Bar

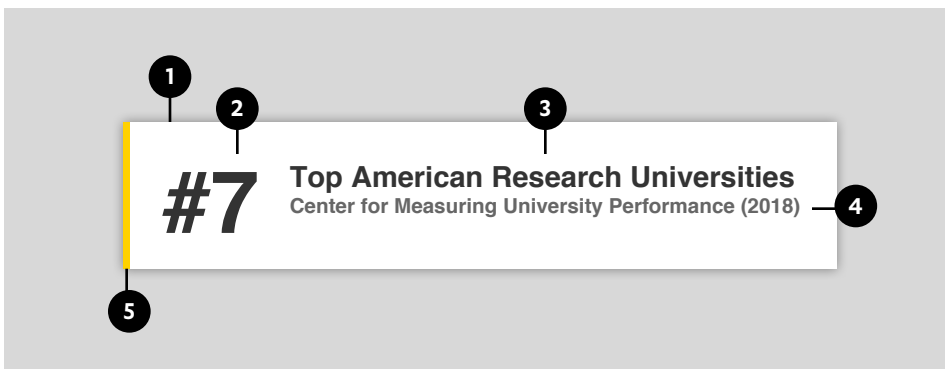
# Rankings

---

## Usage

Similar to Stats or Block Highlight, factoids are used for statements that do begin with a prominent number or symbol (\$, %).

## Anatomy



1. Content Area
2. Value (required)
3. Metric (required)
4. Source (required)
5. Gold Bar

# Story Cards

## Usage

This includes at minimum a headline and one other element – an image or a short description. It can also include content source, publish date, and category or tag.



### Lorem ipsum dolor sit amet, consectetur adipiscing.

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay.

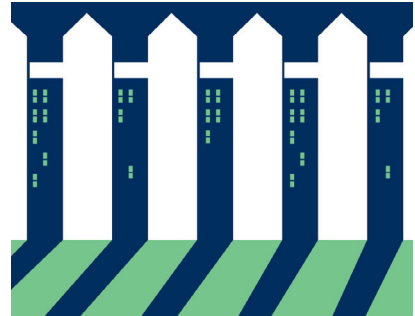
Source: [Name of Source](#)



### Lorem ipsum dolor sit amet, consectetur adipiscing.

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay.

Source: [Name of Source](#)



### Lorem ipsum dolor sit amet, consectetur adipiscing.

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay.

Source: [Name of Source](#)

# Story Cards

## Anatomy



1. Media Element, 3:2 ratio
2. Content Container (required)
3. Header text (required)
4. Supporting Text (optional)
5. Source Block (required)
6. Source Name (required)

# Event Cards

## Usage

Event cards are composed of individual units. Image can be a placeholder or event category if photos are not available. A variant can have no images if there are never/ rarely images available. Tags or categories can be added below description but must have a destination page if linked.

Events

Full Calendar

SUN DEC 02



**Fowler Families: Printing with Purpose**  
🕒 1:00 PM to 4 PM  
📍 Fowler Museum Venue  
Explore the legacy of independent publishing in Mexico City in our special exhibition "South of No North: Gato Negro Ediciones."

SUN DEC 02



**Name of event goes here lorem ispum dolore**  
🕒 HH:MM PM to HH:MM PM  
📍 Name of location  
Description of the event goes here...  
Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum.

SUN DEC 02



**Name of event goes here lorem ispum dolore**  
🕒 HH:MM PM to HH:MM PM  
📍 Name of location  
Description of the event goes here...  
Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum.

SUN DEC 02



**Name of event goes here lorem ispum dolore**  
🕒 HH:MM PM to HH:MM PM  
📍 Name of location  
Description of the event goes here...  
Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum.

# Event Cards

## Anatomy



1. Date Area
2. Day of Week (required)
3. Month (required)
4. Date (required)
5. Media Element, 3:2 ratio
6. Content Area
7. Header text (required)
8. Time Icon (required)
9. Date/Time (required)
10. Location Icon (required)
11. Location (required)
12. Supporting Text Element



# Accordions

---

## Usage

Accordions are used on mobile to reduce scrolling on long pages. They can minimize sections, cards, or listings and include at least a title and a minimize/expand mechanism.

---

### Accordion closed



---

### Accordion open



Body copy. A series of sentences together which make a paragraph. Ipsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendere. Gratuitous octopus niacin, sodium glutimate. Quote meon an estimate et non interruptus stadium. Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito.

# Load More

## Usage

In long lists with over 100 items, use a load more button to display additional results.  
Do not use lazy load so as not to render the footer navigation inaccessible.

Cellular and Molecular Pathology	M.S., Ph.D.
Central and East European Languages and Cultures	B.A.
Central and East European Studies	Minor
Chemical Engineering	B.S., M.S., Ph.D.

Load More (50)

INFORMATION

Directory

Academic Calendar

Careers

Contact Us

GETTING AROUND

Maps & Directions

Parking

Campus Shuttles

Public Transit

CONNECT

Alumni

Parents & Families

Faculty

Staff

Media & Journalists

RELATED SITES

Athletics

UCLA Extension

UCLA Health

Store

Giving

Centennial

EVENT LOCATIONS

Luskin Conference Center

Film Production & Photography

Event Planning

# Thank You

---