Guidelines For Authorized Logo Usage

The UCLA-GSA logo consists of carefully selected logotype and specific colors intended to achieve consistent branding for the university’s Graduate Student Association. The relative size and position of the logo elements – along with the colors - have been carefully predetermined to ensure legibility, aesthetic appeal and continuity, as well as enhancing the brand’s unique image and impact.

Therefore, the logo should never be altered, modified or manipulated in any way – for any purpose. It may be enlarged / reduced proportionately, but should always maintain a distinct level of legibility. The following guidelines will give you the specific elements of the logo, detailed instructions for general applications and authorized extensions of the logo.

In summary, consistent use of the logo in its authorized form will maintain the integrity of the mark and ensure more widespread recognition of the brand. Should you have any questions, contact the UCLA-GSA office for assistance / clarification.