

**Cal
State
LA**

webstyleguide

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FONTS

Main Navigation

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Left Side Navigation

Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Main Content

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Headers

Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

COLORS

Primary Color Palette



PANTONE PROCESS BLACK C
CMYK: 0/0/0/100
RGB: 0/0/0
WEB: #000000



PANTONE 7404 C
CMYK: 1/14/99/0
RGB: 244/212/37
WEB: #F4D425



PANTONE 144 C
CMYK: 4/59/100/0
RGB: 236/128/0
WEB: #FC8C02

Secondary Color Palette



PANTONE 447 C
CMYK: 69/63/62/58
RGB: 51/51/51
WEB: #333333



PANTONE COOL GREY 11 C
CMYK: 60/51/51/20
RGB: 102/102/102
WEB: #666666



PANTONE 423 C
CMYK: 43/35/35/1
RGB: 153/153/153
WEB: #999999



PANTONE 7404 C
CMYK: 1/16/93/0
RGB: 254/209/40
WEB: #FED128

HOMEPAGE

California State University,
LOS ANGELES

Cal State LA

students » prospective students » alumni & giving » faculty & staff » community partners »

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WELCOME

Cal State L.A. has been a dynamic force in the education of students, setting a record of outstanding academic achievement for more than 50 years within the California State University system and beyond.
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spotlight	events	quicklinks
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NOTES:

Content text is Arial, #666666, and 12px.

Left Navigation is Arial Bold, #999999, Uppercase, and 12px.

Welcome text is Arial, #000000, and 12px.

Welcome link is #FED128.

Featured content headers (Spotlight, Events, Quicklinks) are Arial Bold, #000000 or #FED128, and 20px.

Featured text links are #999999.

Featured "More" links are Arial Bold, #FC8C02, Uppercase, and 12px.

Quicklinks are Arial, #666666, and 13px.

Footer is Arial, #000000, and 10px (copyright is bold).

Site should never contain a background. Background should be solid white (#FFFFFF).

