

UC DAVIS ATHLETICS

STYLE GUIDE

PRIMARY



SECONDARY



COLORS

PMS 4515C

PMS 295C

COOL GRAY 5C

RGB: 179, 163, 105
HEX: #b3a369
WEBSAFE: #cc9966
CMYK: 13, 19, 62, 28

RGB: 0, 40, 85
HEX: #002855
WEBSAFE: #003366
CMYK: 100, 69, 8, 54

RGB: 177, 179, 179
HEX: #b1b3b3
WEBSAFE: #99cccc
CMYK: 13, 9, 10, 27

INVADER

The font used within the UC Davis athletic identity is Invader 2014. This typeface is the preferred choice for headline and display applications within print collateral, digital media and support materials.

UC DAVIS
ATHLETICS

PROXIMA NOVA (EXTRABOLD)

The font used within the UC Davis athletic identity is Proxima Nova. This typeface is the preferred choice for underlining sport names and body text.



UC DAVIS
BASKETBALL

UCDAVISAGGIES.com