**UC DAVIS ATHLETICS STYLE GUIDE**

**COLORS**

- PMS 451SC: RGB: 179, 163, 105, HEX: #b3a369, WEBSAFE: #cc9966, CMYK: 13, 19, 62, 28
- PMS 295C: RGB: 0, 40, 85, HEX: #002855, WEBSAFE: #003366, CMYK: 100, 69, 8, 54
- COOL GRAY SC: RGB: 177, 179, 179, HEX: #b1b1b1, WEBSAFE: #999999, 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.

**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 GYMNASTICS**
- 1/4 Height of UC Davis
- Kerning set to 750

**UC DAVIS ATHLETICS**
- Sport name height

**UC DAVIS BASKETBALL**

**UCDAVISAGGIES.com**