

# Cal BRAND GUIDELINES

## PRIMARY - CAL SCRIPT



## SECONDARY MARKS BY REQUEST



## LOGO LOCKUP EXAMPLES

### INDIVIDUAL SPORT LOCKUPS BY REQUEST



## SECONDARY - CALIFORNIA SCRIPT WORDMARK

SCRIPT WORDMARKS MAY NOT BE USED TOGETHER



## ALTERNATE CALIFORNIA BLOCK



## CALIFORNIA GOLDEN BEARS COLORS

GRAYS AND BLACKS ARE RESTRICTED BASED ON CREATIVE OR LICENSING APPROVAL

**CAL NAVY**  
PMS 282 C  
C100 M90 Y13 K68  
R4 G30 B66  
#041E42

**CAL GOLD**  
PMS 123 C  
C0 M19 Y89 K0  
R255 G199 B44  
#FFC72C

**WHITE**  
PMS NA  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

## TYPOGRAPHY

### PRIMARY DISPLAY TYPEFACE: SATHER

ABCDEFGHIJKLMN      0123456789  
OPQRSTUVWXYZ      @!#\$%^&\*()?

### SECONDARY/BODY COPY TYPEFACE: ITC FRANKLIN GOTHIC STD

**MAIN FAMILY:**  
Book  
*Book Italic*  
Medium  
*Medium Italic*  
Demi  
*Demi Italic*  
Heavy  
*Heavy Italic*

**OPTIONAL:**  
Book Extra Compressed  
*Demi Extra Compressed*  
Book Compressed  
*Book Compressed Italic*  
Book Condensed  
*Book Condensed Italic*  
Medium Condensed  
*Medium Condensed Italic*  
Demi Condensed  
*Demi Condensed Italic*

## VERBIAGE

California™  
Cal™  
California Golden Bears™  
Golden Bears<sub>R</sub>  
Go Bears™  
Bears™  
Cal Bears™  
University of California Golden Bears™

## NOT ACCEPTABLE

Cal Berkeley  
California Berkeley  
UC Berkeley  
Berkeley Golden Bears  
Berkeley Athletics

## RESOURCES

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