

# ***UC DAVIS***

## **A T H L E T I C S**

**BRAND IDENTITY GUIDE**  
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# ATHLETICS BRANDING & TRADEMARKS

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# **ATHLETIC BRANDING & TRADEMARKS**

## **1. UC Davis Licensing Program**

UC Davis Athletic trademarks use requires permission to reproduce in every aspect, including but not limited to print and other digital representations. This includes the use of marks used on the internet.

Faculty, staff, alumni, fans and supporters of the University who wish to reproduce the mark in any way must contact UC Davis Licensing ( [Marketing@ucdavis.edu](mailto:Marketing@ucdavis.edu) ) for permission in all instances.

### **1.1 Institutional Control**

The UC Davis Athletic trademarks are managed by UC Davis Trademark Licensing Program. Utilizing the services of the Collegiate Licensing Company (CLC). UC Davis's Licensing Program plays a pivotal part in creating, managing and maintaining the Trademarks of the University. CLC helps UC Davis's Licensing Program by processing applications, collecting royalties, enforcing trademarks and pursuing new market opportunities for the University.

### **1.2 Licensed Vendors**

It is required for all vendors that wish to produce merchandise bearing UC Davis trademarks to be licensed through CLC. This policy helps those involved with UC Davis's Trademark Licensing Program to regulate and maintain UC Davis's trademarks. Any vendor or manufacturer who illegally reproduces UC Davis's marks could face serious legal consequences.

### **1.3 Where To Find A Licensed Vendor**

Visit [trademarks.ucdavis.edu](http://trademarks.ucdavis.edu) for the current list of University licensees.

### **1.4 How To Become A Licensed Vendor**

To start the process of becoming a licensed vendor, visit [trademarks.ucdavis.edu](http://trademarks.ucdavis.edu) and complete the online application form under Learn About Licensing.

### **1.5 Following The Rules Helps Everyone**

CLC generates royalties that return to UC Davis. They are shared between intercollegiate athletics and strategic communications. When unlicensed products are sold, they compromise our standards and UC Davis does not receive any royalties. Therefore, it is important to stop the sale of unlicensed merchandise to protect UC Davis and the integrity of its trademarks.

# **ATHLETIC BRANDING & TRADEMARKS**

## **2 Trademarks and Management**

### **2.1 Managing UC Davis Visual Graphic Standards**

Danielle Shank has been charged with the responsibility of managing all Trademark graphic standards. Interpretation of the standards in this manual rests solely with UC Davis's Licensing Program. If you have any questions regarding any visual or graphical elements contact Danielle Shank at [dms Shank@ucdavis.edu](mailto:dms Shank@ucdavis.edu)

### **2.2 Athletic Trademark Usage**

UC Davis Athletics desires all responsible users to have easy access to all trademarks for appropriate usage. We want to ensure users understand the guidelines that must be followed when using athletic trademarks.

## 2.3 Trademarked Letters And Words

Trademarked letters and words include:

1. UC Davis Athletics
2. UC Davis (all varsity sport names)
3. Aggies
4. Ags
5. Gunrock

## 2.4 Athletic Marks

UC Davis Athletics has identified one primary logo and one athletic watermark with specific terms on usage defined in this manual. The two marks are the defining graphic symbols for UC Davis Athletics. Athletic Marks are not to be used as a general substitute for UC Davis Academic Marks.

The Athletic Mark is used to:

1. Market UC Davis Varsity Intercollegiate Athletics
2. Create a campus & community spirit-oriented atmosphere

### 2.4.1 Campus Recreation & Club Sports

Varsity athletic marks are reserved solely for UC Davis Athletics 25 NCAA Division 1 programs. All non varsity sport programs including campus recreation & club sports are not authorized to use UC Davis Athletic marks defined in this guide unless granted an exception by Rocko DeLuca (rdeluca@ucdavis.edu).

## ATHLETIC BRANDING & TRADEMARKS

### 3 UC Davis Athletics Official Colors & Fonts

#### 3.1 UC Davis Athletics Official Colors

The official colors of UC Davis Athletics are Blue, Gold, Cool Gray & White as defined below:

 PMS 4515C	 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
 PMS 295C			
 COOL GRAY 5C			

#### 3.2 UC Davis Athletics Headline and Display Font: Invader

The font used within the UC Davis athletic identity is Aggie Invader. This typeface is the preferred choice for headlines, uniforms, and display applications within print collateral, digital media and support materials. Aggie Invader should not be used for anything needing lowercase font. Invader spacing is not consistent throughout.

**INVADER**

**UC DAVIS**  
ATHLETICS

**PROXIMA NOVA (EXTRABOLD)**

### 3.2.1 Numbers

Numbers using Invader are only permissible on uniforms or design materials where the number is the focal point.



### 3.3 UC Davis Athletics Primary Font: Proxima Nova (Extra Bold)

In conjunction with the University, the primary font of UC Davis Athletics is Proxima Nova. This typeface is to be used in signage, subheaders and text body. It should also be used for underlining athletic verbiage and sport names within the Primary and Secondary Marks.

### 3.4 Secondary Typeface: Ryman Econ'

Aligning with the UC Davis campus fonts, a secondary font to Proxima Nova can be Ryman Eco, best used with headers, subheads, and larger body text.



## ATHLETIC BRANDING & TRADEMARKS

### 4 The Athletic Wordmark

#### 4.1 Fonts & Spacing

The wordmark allows for UC Davis to stand alone or have an athletics approved subheader. UC Davis is in invader font, with any subheader scaled to 1/4 height of UC Davis in Proxima Nova (Extra Bold) font. The subheader should have kerning set to 750 and cannot extend in width past the words 'UC Davis'.

##### 4.1.1 Approved subheaders

The word Athletics, Aggies, as well as all UC Davis varsity sport programs are the only approved subheaders when using the Primary Athletic Mark.



## 4.2 One or Two Color Version

The Primary Athletic Mark has a maximum of two colors as defined below with approved background combinations. The 'UC Davis' portion of the mark can be filled or outlined, but any approved words below the 'UC Davis' portion of the logo must be solid.



## ATHLETIC BRANDING & TRADEMARKS

### 5 Athletic Logo

#### 5.1 Fonts & Spacing

The Logo can stand alone or have an athletics approved subheader. scaled to ¼ height of the mark in Proxima Nova (Extra Bold) font.

##### 5.1.1 Approved subheaders

The word Athletics, Aggies as well as all UC Davis varsity sport programs are the only approved subheaders when using the Secondary Athletic Mark.



#### 5.2 One Color Version

The Secondary Athletic Mark can only be featured in one color as defined below with approved background combinations. The logo must be solid filled.



### 5.2.1. Uniform/Equipment Outline

When using the Secondary Athletic Mark on equipment or uniforms, an outline may be added to provide contrast as defined below.



## ATHLETIC BRANDING & TRADEMARKS

### 6. Using The Marks

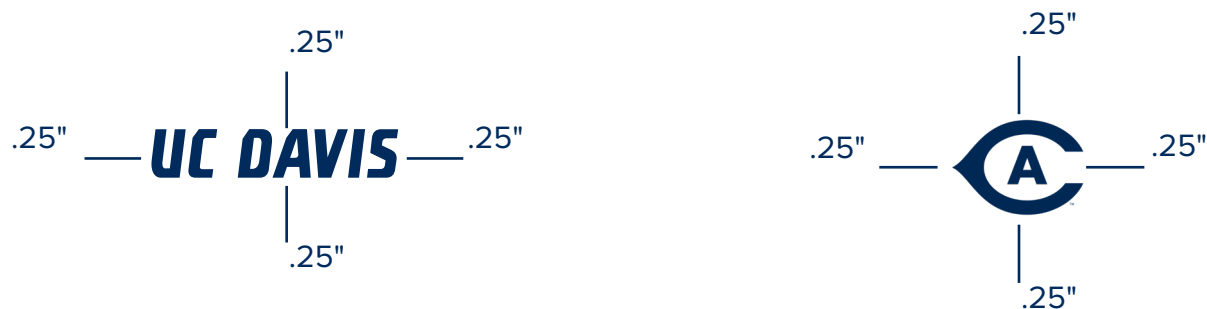
#### 6.1 Mark Minimum Width

Every effort should be made to make sure the marks are recognizable. For print, we ask that the marks are at least .5 inches. When using on the web, minimally 50 pixels. Please keep screen print to at least 1 inch and embroidery to minimally 2.5 inches



#### 6.2 Separation From Other Media

There must be minimum space around the mark for separation from other text and media that would interfere with the shape of the mark. The minimum measurement is 1/4 inch.



#### 6.3 Placement

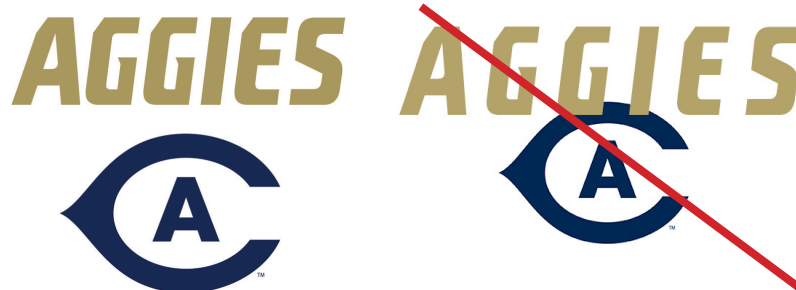
The Athletic Marks should always be placed facing right except when positioned on objects or apparel when left is perceived as facing forward.





## 6.4 Primary And Secondary Mark With Text

Every attempt should be made to separate the athletic marks from text.



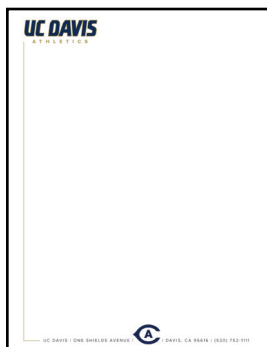
## 6.5 Primary And Secondary Mark With Photos

When placing the mark on a photo, make sure it is in a location that has little contrast, preferably in an area that is considered negative space. Negative space would be an area of the photo that isn't the focal point or where your eye is attracted to. Never cover faces, text, trademarks, or graphic elements. See examples below.



## 6.6 Use of Primary and Secondary Athletics Marks Together

Primary and Secondary Athletics Marks cannot be combined on the same panel/surface. It is permitted to use both marks as long as there is distinct separation where each mark is serving a unique purpose. See examples below:



One surface with distinct purpose for dual markings.



Two distinct surfaces: Front & Sleeve

## 6.7 Use of UC Davis Athletics Marks in Partnership with University Marks

It is not permissible to combine University marks with Athletics marks unless granted permission from both Athletics and the University department/division. If permission is granted, University and Athletics marks must be on separate panels/surfaces/lines.

### ATHLETIC BRANDING & TRADEMARKS



EX: Athletics mark on front panel & University mark on side panel.



## DIGITAL MASCOT SERIES

### 7 SERIES

Gunrock is the official mascot of UC Davis providing a unifying symbol for campus, alumni and the community. UC Davis Athletics in partnership with the Collegiate Licensing Company (CLC) created a series of Digital Gunrocks for design use. The digital mascot should not replace the UC Davis Athletics word-mark or logo nor should be used on uniforms. Campus partners and athletics sponsors may design with Gunrock following all partner co-branding guidelines outlined in this manual.

**7.1 SERIES** There are 5 poses associated with Gunrock shown below that cannot be manipulated (such as adding accessories or having Gunrock hold equipment)



## 8 Unacceptable Uses

### 8.1 Incorrect Trademark Use

The Athletic Marks have been carefully designed to ensure we are meeting our goals as a department, proving consistency and growth of our brand. Any alteration to the mark is unacceptable including but not limited to:

2. Use of unapproved fonts with the Athletic Marks
3. Adding borders
4. Distorting in any way
5. Adding drop shadows or inner shadows
6. Changing colors or alternating color within the mark
7. Adding extra elements to the mark
8. Hand drawing or recreating the mark in any way
9. Cropping the mark
10. Integrating patterns
11. Filling in the logo with alternate gradients, patterns, lines

Unacceptable use examples:

**2**



**5**



**6**



**10**



## 8.2 Former Athletic Marks

The marks below are phased out of use. Replace any digital media that utilizes these marks with the Athletic wordmark and logo. As we update print material and our facilities, the following logos will transition.



## ATHLETIC BRANDING & TRADEMARKS

### 9 Special Use Cases

#### 9.1 Special Use Case Athletics Affiliated Marks

Athletics holds the right to use the following marks in conjunction with special programming and/or distinct units within athletics. Outside of the defined use below, all use of the following marks must have approval by Danielle Shank (dms Shank@ucdavis.edu)

Baby Gunrock – Junior Aggies Program



Aggie EVO – Student-Athletes Outcomes Program



Flag CA – Select Salute to Heroes Games And National Holidays



Davis Script – Select Throwback Games



Flag Davis Script – Select Salute to Heroes Games And National Holidays





**A T H L E T I C S**