



Cal BRAND GUIDELINES



PRIMARY - CAL SCRIPT



CALIFORNIA WORDMARK - PRIMARY



ALTERNATE:

CALIFORNIA

SATHER STRIPE



TYPOGRAPHY

PRIMARY/DISPLAY TYPEFACE: UA-Sather

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
!@#\$%^&*()'?

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
Demi Compressed
Demi Compressed Italic
Book Condensed
Book Condensed Italic
Medium Condensed
Medium Condensed Italic
Demi Condensed
Demi Condensed Italic

SECONDARY - BLOCK C BEAR



GOLDEN BEARS WORDMARK - PRIMARY



ALTERNATE:

GOLDEN BEARS

LOGO LOCKUP EXAMPLES



CALIFORNIA GOLDEN BEARS COLORS

BLUE

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

GOLD

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

WHITE

PMS N/A
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

GRAYS AND BLACKS ARE RESTRICTED BASED ON CREATIVE OR LICENSING APPROVAL

VERBIAGE

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Go Bears™
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CAL BERKELEY IS
NOT ACCEPTABLE

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