



LOGO IDENTITY BRANDING PROGRAM

**OFFICIAL BIG WEST CONFERENCE
SECONDARY LOGO MARK**



ONE COLOR VERSION



DARK BACKGROUND USAGE



EMBROIDERY VERSION

COLOR SPECIFICATION CHART & CONVERSION TABLE

BWC COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:
RED	PANTONE 208 C	C-0/M-100/Y-36/K-37	R-163/G-0/B-70
BLUE	PANTONE 2715 C	C-57/M-45/Y-0/K-0	R-118/G-134/B-194
BLUE	PANTONE 2766 C	C-100/M-94/Y-0/K-47	R-17/G-23/B-94

RED PANTONE 208 C	BLUE PANTONE 2715 C	BLUE PANTONE 2766 C
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**OFFICIAL BIG WEST CONFERENCE
PRIMARY LOGO MARK**



ONE COLOR VERSION



DARK BACKGROUND USAGE



EMBROIDERY VERSION

COLOR SPECIFICATION CHART & CONVERSION TABLE

COLORS:
RED
NAVY BLUE
ROYAL BLUE

PANTONE COLORS:
PANTONE 208 C
PANTONE 2715 C
PANTONE 2766 C

PROCESS COLORS:
C-0/M-100/Y-36/K-37
C-57/M-45/Y-0/K-0
C-100/M-94/Y-0/K-47

RED PANTONE 208 C	BLUE PANTONE 2715 C	BLUE PANTONE 2766 C
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OFFICIAL COLOR SCHOOL SPECIFIC LOGO MARK
CAL POLY MUSTANGS



ONE COLOR VERSION



DARK BACKGROUND USAGE



WHITE BACKGROUND USAGE



COLOR SPECIFICATION CHART & CONVERSION TABLE

COLORS:
VEGAS GOLD
GREEN
COPPER GOLD

PANTONE COLORS:
PANTONE 7402 C
PANTONE 3308 C
PANTONE 872 C

PROCESS COLORS:
C-0/M-6/Y-30/K-0
C-100/M-0/Y-60/K-72
C-20/M-20/Y-70/K-15

RGB COLORS:
R-255/G-236/B-192
R-0/G-74/B-61
R-181/G-168/B-99

STADIUM GOLD
PANTONE
7402 C

CAL POLY GREEN
PANTONE
3308 C

COPPER GOLD
PANTONE
872 C

OFFICIAL COLOR SCHOOL SPECIFIC LOGO MARK
CSU BAKERSFIELD ROADRUNNERS



ONE COLOR VERSION



DARK BACKGROUND USAGE



WHITE BACKGROUND USAGE



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COLOR SPECIFICATION CHART & CONVERSION TABLE

COLORS:
YELLOW
BLUE

PANTONE COLORS:
PANTONE 123 C
PANTONE 661 C

PROCESS COLORS:
C-0/M-19/Y-89/K-0
C-100/M-75/Y-0/K-6

RGB COLORS:
R-255/G-199/B-44
R-0/G-53/B-148

YELLOW
PANTONE
123 C

BLUE
PANTONE
661 C

OFFICIAL COLOR SCHOOL SPECIFIC LOGO MARK
CAL STATE FULLERTON TITANS



ONE COLOR VERSION



DARK BACKGROUND USAGE



WHITE BACKGROUND USAGE



COLOR SPECIFICATION CHART & CONVERSION TABLE

COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:
TITAN ORANGE	PANTONE 151 C	C-0/M-48/Y-95/K-0	R-248/G-151/B-40
TITAN NAVY	PANTONE 540 C	C-100/M-55/Y-0/K-55	R-0/G-55/B-103
ELEPHANT GREY	PANTONE 5C	C-0/M-0/Y-0/K-30	R-188/G-190/B-192

TITAN ORANGE
PANTONE
151 C

TITAN NAVY
PANTONE
540 C

ELEPHANT GREY
PANTONE
5 C

OFFICIAL COLOR SCHOOL SPECIFIC LOGO MARK
CSUN MATADORS



ONE COLOR VERSION



DARK BACKGROUND USAGE



WHITE BACKGROUND USAGE



COLOR SPECIFICATION CHART & CONVERSION TABLE

COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:
GREY	PANTONE 428 C	C-0/M-0/Y-0/K-24	R-195/G-197/B-200
RED	PANTONE 186 C	C-0/M-91/Y-76/K-6	R-207/G-10/B-44
BLACK	PROCESS BLACK C	C-0/M-0/Y-0/K-100	R-0/G-0/B-0

GREY PANTONE 428 C	RED PANTONE 186 C	PANTONE PROCESS BLACK C
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OFFICIAL COLOR SCHOOL SPECIFIC LOGO MARK

SACRAMENTO STATE HORNETS



ONE COLOR VERSION



DARK BACKGROUND USAGE



WHITE BACKGROUND USAGE



COLOR SPECIFICATION CHART & CONVERSION TABLE

COLORS:
GOLD
GREEN

PANTONE COLORS:
PANTONE 4515 C
PANTONE 343 C

PROCESS COLORS:
C-0/M-9/Y-50/K-24
C-98/M-0/Y-72/K-61

RGB COLORS:
R-203/G-182/B-119
R-0/G-88/B-61

GOLD
PANTONE
4515 C

GREEN
PANTONE
343 C

OFFICIAL COLOR SCHOOL SPECIFIC LOGO MARK
LONG BEACH STATE BEACH



ONE COLOR VERSION



DARK BACKGROUND USAGE



WHITE BACKGROUND USAGE



COLOR SPECIFICATION CHART & CONVERSION TABLE

COLORS:
GOLD
BLACK

PANTONE COLORS:
PANTONE 115 C
PROCESS BLACK C

PROCESS COLORS:
C-0/M-11/Y-93/K-0
C-0/M-0/Y-0/K-100

RGB COLORS:
R-255/G-218/B-39
R-0/G-0/B-0

GOLD
PANTONE
115 C

PANTONE
PROCESS
BLACK C

OFFICIAL COLOR SCHOOL SPECIFIC LOGO MARK
UC DAVIS AGGIES



ONE COLOR VERSION



DARK BACKGROUND USAGE



WHITE BACKGROUND USAGE



COLOR SPECIFICATION CHART & CONVERSION TABLE

COLORS:
GOLD
BLUE

PANTONE COLORS:
PANTONE 4515 C
PANTONE 295 C

PROCESS COLORS:
C-13/M-19/Y-62/K-28
C-100/M-69/Y-8/K-54

RGB COLORS:
R-179/G-163/B-105
R-0/G-40/B-85

GOLD
PANTONE
4515 C

PANTONE
PROCESS
295 C

**OFFICIAL COLOR SCHOOL SPECIFIC LOGO MARK
UC IRVINE ANTEATERS**



ONE COLOR VERSION



DARK BACKGROUND USAGE



WHITE BACKGROUND USAGE



COLOR SPECIFICATION CHART & CONVERSION TABLE

COLORS:
GOLD
BLUE

PANTONE COLORS:
PANTONE 123 C
PANTONE 289 C

PROCESS COLORS:
C-0/M-24/Y-94/K-0
C-100/M-66/Y-0/K-58

RGB COLORS:
R-255/G-198/B-30
R-0/G-38/B-74

GOLD
PANTONE
123 C

BLUE
PANTONE
289 C

OFFICIAL COLOR SCHOOL SPECIFIC LOGO MARK
UC RIVERSIDE HIGHLANDERS



ONE COLOR VERSION



DARK BACKGROUND USAGE



WHITE BACKGROUND USAGE



COLOR SPECIFICATION CHART & CONVERSION TABLE

COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:
GOLD	PANTONE 1235 C	C-0/M-31/Y-98/K-0	R-255/G-184/B-28
BLUE	PANTONE 293 C	C-100/M-69/Y-0/K-4	R-0/G-61/B-165

GOLD
PANTONE
1235 C

BLUE
PANTONE
293 C

OFFICIAL COLOR SCHOOL SPECIFIC LOGO MARK
UC SAN DIEGO TRITONS



ONE COLOR VERSION



DARK BACKGROUND USAGE



WHITE BACKGROUND USAGE



COLOR SPECIFICATION CHART & CONVERSION TABLE

COLORS:
GOLD
NAVY BLUE

PANTONE COLORS:
PANTONE 116 C
PANTONE 2767 C

PROCESS COLORS:
C-0/M-14/Y-100/K-0
C-100/M-86/Y-42/K-42

RGB COLORS:
R-253/G-205/B-0
R-24/G-43/B-73

GOLD
PANTONE
130 C

NAVY BLUE
PANTONE
2767 C

OFFICIAL COLOR SCHOOL SPECIFIC LOGO MARK
UC SANTA BARBARA GAUCHOS



ONE COLOR VERSION



DARK BACKGROUND USAGE



WHITE BACKGROUND USAGE



COLOR SPECIFICATION CHART & CONVERSION TABLE

COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:
GOLD	PANTONE 130 C	C-0/M-30/Y-100/K-0	R-253/G-185/B-19
GOLD	PANTONE 139 C	C-0/M-37/Y-100/K-23	R-201/G-140/B-17
ROYAL BLUE	PANTONE 286 C	C-100/M-66/Y-0/K-2	R-0/G-93/B-170
NAVY BLUE	PANTONE 281 C	C-98/M-100/Y-0/K43	R-35/G-48/B-103

GOLD PANTONE 130 C	GOLD PANTONE 139 C	BLUE PANTONE 286 C	NAVY BLUE PANTONE 286 C
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OFFICIAL COLOR SCHOOL SPECIFIC LOGO MARK
HAWAI'I RAINBOWS



ONE COLOR VERSION



DARK BACKGROUND USAGE



WHITE BACKGROUND USAGE



COLOR SPECIFICATION CHART & CONVERSION TABLE

COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:
SILVER	PANTONE 877 C	C-0/M-0/Y-0/K-30	R-188/G-190/B-192
GREEN	PANTONE 3435 C	C-100/M-0/Y-79/K-60	R-0/G-88/B-55

SILVER PANTONE 877 C	GREEN PANTONE 3435 C
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