

**SPORT CLUBS UC DAVIS**  
**IDENTITY GUIDELINES**

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**UCDAVIS**

**There has never before been a unified identity program for Sport Clubs at UC Davis.**

**The guidelines and brand elements presented here are meant to align our many teams' looks and create a sense of shared DNA while also allowing each to have its own distinctive appearance.**

## **Policy regarding the UC Davis wordmark and Sport Clubs**

Like all student clubs at UC Davis, no clubs may use the UC Davis wordmark, nor may they represent themselves as “The UC Davis (Club Name).”

Reference to connection with UC Davis is important and must be shown in text as factual information. Most clubs must use “(Club Name) at UC Davis.” Sport Clubs are also allowed to use “Sport Clubs UC Davis” preceding the name of the sport as shown on page 6.

Two spirit marks (Aggies and UCD, page 3), campus fonts and campus colors are used to reinforce association with UC Davis in lieu of the UC Davis wordmark.

The spirit marks are not to be used without the context of the club name and its association with UC Davis. For example, no Club Sports team should be called simply, “Aggies.”

The spirit marks are not intended to be logos for the teams. They are graphic elements that are there to enhance the design of uniforms and communications, and to create visual association with UC Davis.

## Primary Elements

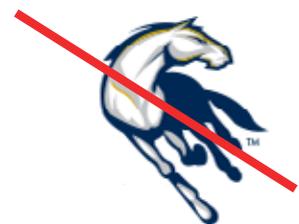
This identity system features two new spirit marks, “Aggies” and “UCD,” which replace the retired Athletics marks below.

These new spirit marks reflect long held tradition at UC Davis. Designed in a modern-classic style, they convey a sense of history without appearing dated.

## 2021 Spirit Marks

*Aggies*  
**UCD**

## Retired Spirit Marks



### Spirit Marks for Sport Clubs

These spirit marks for Sport Clubs are slightly modified to enhance reproduction quality in silkscreen and embroidered applications.



Aggies



Aggies



UCD



UCD

## Sport Clubs UC Davis Lockup

Used to collectively identify Sport Clubs at UC Davis, this lockup forms the basis for all team signatures. These stand-alone versions can be used with or without an outline.



## Sports Club Signatures

These sports club signatures combine the “UCD Sport Clubs UC Davis” element with the actual club name in one of two type sizes. Longer sport names, particularly those that demand two lines of type, may use the smaller point size in relation to the UCD art.

Teams are not required to use these signatures, but all should incorporate UC Davis with either “(Club Name) at UC Davis” or “Sport Clubs UC Davis” on uniforms and collateral material.

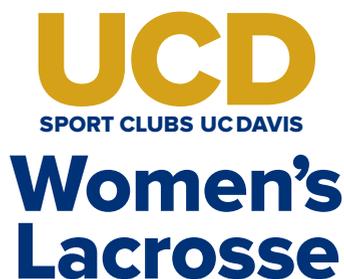
Do not build your own version of these sports club signatures. Repro Graphics, the only approved source for UC Davis logos, can provide you with new sports club signatures as needed.

If you choose not to use your signature, be sure to design only one distinct logo for your team for use in all applications from apparel to promotional material. Having a centered version and a flush-left version of the same design is still considered a single logo.

### Larger Type for Shorter Names



### Smaller Type for Longer Names



## Color Configurations for Spirit Marks and UCD/Sport Clubs Lockup

Spirit marks and the UCD/Sport Clubs lockup may be reproduced in Aggie Blue, Aggie Gold and white, only as shown below.

The configurations shown below demonstrate proper color use for a variety of backgrounds. They are not intended to recommend specific background colors. Any color in the extended brand palette may be used as a background.



### Solid

On white only	<i>Aggies</i>	<b>UCD</b>	<b>UCD</b> <small>SPORTS CLUBS UC DAVIS</small>	<b>UCD</b> <small>SPORT CLUBS UC DAVIS</small>
On dark backgrounds (Example shown on Bodega)	<i>Aggies</i>	<b>UCD</b>	<b>UCD</b> <small>SPORT CLUBS UC DAVIS</small>	<b>UCD</b> <small>SPORT CLUBS UC DAVIS</small>
	<i>Aggies</i>	<b>UCD</b>	<b>UCD</b> <small>SPORT CLUBS UC DAVIS</small>	<b>UCD</b> <small>SPORT CLUBS UC DAVIS</small>
Light backgrounds or white (example shown on Golden State)	<i>Aggies</i>	<b>UCD</b>	<b>UCD</b> <small>SPORT CLUBS UC DAVIS</small>	
	<i>Aggies</i>	<b>UCD</b>	<b>UCD</b> <small>SPORT CLUBS UC DAVIS</small>	

### Outline

On white only		<b>UCD</b>	<b>UCD</b>	<b>UCD</b> <small>SPORT CLUBS UC DAVIS</small>
On dark backgrounds (Example shown on Pinot)	<i>Aggies</i>	<b>UCD</b>	<b>UCD</b>	<b>UCD</b> <small>SPORT CLUBS UC DAVIS</small>
	<i>Aggies</i>	<b>UCD</b>	<b>UCD</b>	<b>UCD</b> <small>SPORT CLUBS UC DAVIS</small>
Light backgrounds or white (Example shown on Farmer's Market)	<i>Aggies</i>	<b>UCD</b>	<b>UCD</b>	<b>UCD</b> <small>SPORT CLUBS UC DAVIS</small>
	<i>Aggies</i>	<b>UCD</b>	<b>UCD</b>	<b>UCD</b> <small>SPORT CLUBS UC DAVIS</small>

## Color Configurations for Team Signatures

- All marks are delivered in preferred color configuration shown at right. Signatures should be reproduced only in Aggie Blue, Aggie Gold and white as shown below.
- The examples below demonstrate just some of the possible color configurations with light or dark background colors selected from our brand palette.



### On white and light material



### On medium material



### On dark material



### TIPS

Ensure sufficient **contrast** to make the signature easily **readable**.

Sport name marks should always be in **Aggie Blue** and/or **Aggie Gold**.

White can be substituted for **one of the colors but not both**.

When white is used in place of blue or gold, the **background** color should be a **solid of the color that was replaced with white**.

Never use the signature in all white or in any color other than shown.

## Team Identity

### Fonts

Campus fonts should be used for all type on Sport Clubs UC Davis apparel and collateral. These fonts are an important expression of the brand and help unify our visual program beyond the use of logos.

Our campus fonts are:

Proxima Nova



Ryman Eco (Regular only: one weight, one style)



Freight Text Pro



### Additional Colors

The team names and the spirit marks must appear in the color configurations shown on previous pages.

We encourage the use of appropriate student illustrations, shapes and patterns using our extended color palette.

For complete color guidelines, please visit the [color page](#) of our brand site.

#### TIPS

Proxima Nova is the most readable and most modern in appearance. It's the go-to for most UC Davis communications.

Because of its unique design, Ryman uses less ink and is considered a sustainable font. Use Ryman as a feature, large enough to see its unique character. Do not to use at small sizes.

Sport Clubs should avoid using Freight unless there is a strong reason not to use Proxima.

#### TIPS

Keep the overall emphasis on Aggie Blue and Aggie Gold.

When using the secondary palette, focus on the brighter colors where possible.

## Notes on Design

### Choose One Logo or Signature

If you design your own logo, design **only one** and use it with discipline. It's OK to have centered and flush left versions (as the signatures are provided) but make sure they are clearly the same mark. Too many marks or styles will create confusion.

### Clarity of Intention

A successful design clearly communicates the order and importance of things the designer wants the audience to notice: It is simple and has clear visual **hierarchy**. Clear hierarchy within a design goes a long way towards making a design communicate properly. Something large, high contrast, bold (type), in a dominant position and centered in plentiful white space will stand out. Conversely, something small, lower contrast, lighter, and grouped with other elements will diminish.

### White Space and Margins

When type or graphics fill a space, pushing against the edges they feel cramped and weak. Reduced and surrounded with space, they gain importance.

This doesn't mean elements should never bleed off an edge. The Aggies Spirit Mark is shown bleeding off the top and bottom of the cover of this guide. Because it has low contrast against its background, the mark does not dominate. The title remains in the primary hierarchical position.

### Additional Notes

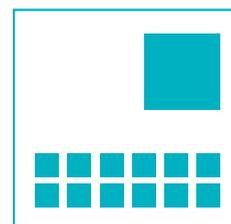
**Keep team uniform and other designs clean and easy to read.** Too many fun elements will result in a confusing and unmemorable design.

**Feature the spirit marks and Aggie Blue and Gold with pride.** They are the visual DNA of the Sport Clubs identity, visually uniting our large, diverse community. Off-brand elements that must be featured — like sponsor logos — should be grouped, smaller and kept to one area of the design where possible.

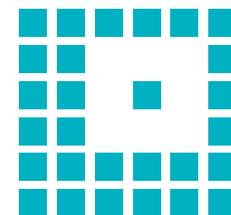
**Don't lose sight of the fun.** While consistent use of the elements we've provided help to unify our collective voice, the additional illustrations, patterns and color combinations you choose will keep team identities unique, fresh and fun.

#### TIPS

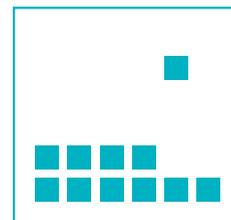
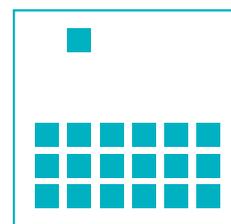
Hierarchy of size and position is a strong way to suggest relative importance.



But bigger doesn't always convey more importance.



Position and framing alone can show hierarchy.

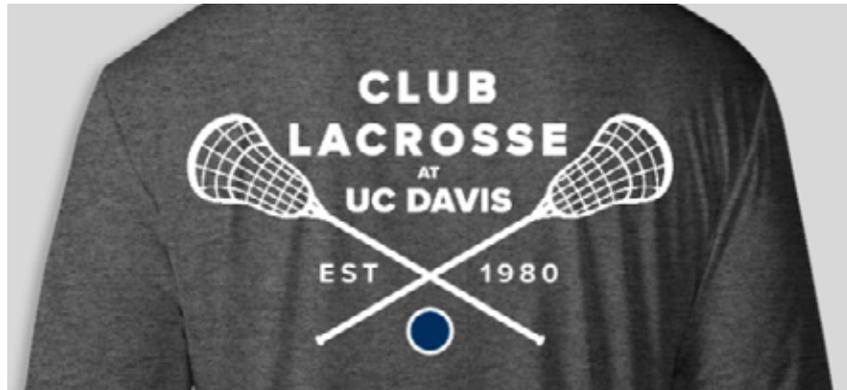


## Examples

The Taekwondo club adopted the new signature and customized the back of their uniform to make it unique.



The Lacrosse team created their own logo, but used the language “at UC Davis” to convey association and changed their design to incorporate Proxima Nova, one of the UC Davis identity fonts.



## WHERE DO I GO FOR HELP?

If you're looking for resources or have questions about the brand, please contact us via one of these channels.

**Brand Guide:** [brandguide.ucdavis.edu](https://brandguide.ucdavis.edu)

**Social:** [socialguide.ucdavis.edu](https://socialguide.ucdavis.edu)

**Web:** [webguide.ucdavis.edu](https://webguide.ucdavis.edu)

**Video and Photography:**  
[photovideoguide.ucdavis.edu](https://photovideoguide.ucdavis.edu)

**News:** [newsguide.ucdavis.edu](https://newsguide.ucdavis.edu)

**Executive Communications:**  
[executiveguide.ucdavis.edu](https://executiveguide.ucdavis.edu)

**Trademark Licensing:**  
[trademarks.ucdavis.edu](https://trademarks.ucdavis.edu)

**For help or office hours scheduling:**

**email:** [marketing@ucdavis.edu](mailto:marketing@ucdavis.edu)

**Phone:** 530.752.1930

**Slack:** @ucdavisbrandhelp

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