



# TABLE OF CONTENTS

3.	PRIMARY LOGO	14.	SOCIAL MEDIA ACCOUNTS
4.	SECONDARY LOGO	15.	SOCIAL MEDIA PHOTOS
5.	SCHOOL WORDMARK	16.	BUTTONS & CALLOUTS
6.	MASCOT WORDMARK	17.	EXAMPLE DESIGNS
7.	LOGO LOCKUPS	18.	RETIRED MARKS
8.	SATHER STRIPE	19.	RESTRICTIONS
9.	MOTTO & TAGLINE	20.	RESTRICTIONS
10.	TYPOGRAPHY	21.	RESTRICTIONS
11.	COLORS	22.	PARTNER CO-BRANDING
12.	BACKGROUNDS	23.	RESOURCES
13.	FOREGROUNDS		

THE PURPOSE OF THIS BRAND MANUAL IS TO PROVIDE A FRAMEWORK FOR SUCCESSFULLY TELLING THE CAL ATHLETICS VISUAL STORY. THESE GUIDELINES ARE NOT MEANT TO RESTRICT CREATIVITY, BUT TO HELP TEAMS, STAFF, PARTNERS AND SUPPLIERS EXPRESS THE BRAND IN A CONSISTENT AND EFFECTIVE WAY ACROSS VARIOUS APPLICATIONS AND MEDIA.





THE ICONIC CAL SCRIPT IS UNIQUE, EASILY RECOGNIZED ACROSS COLLEGE ATHLETICS AND THE FACE OF THE CALIFORNIA GOLDEN BEARS BRAND.

THE CAL SCRIPT LOGO IS THE PRIMARY REPRESENTATION OF THE BRAND AND MAIN IDENTIFYING DEVICE FOR THE ATHLETICS DEPARTMENT.

THIS LOGO IS THE PREFERRED IDENTITY MARK AND SHOULD BE USED WHENEVER POSSIBLE. CONTINUED REINFORCEMENT OF THIS MARK IS ESSENTIAL TO THE DEPARTMENT'S BRAND EQUITY.





THE BLOCK C AND PROFILE BEAR, WHICH SEPARATELY HAVE BEEN USED AT VARIOUS POINTS IN THE PAST BY CAL ATHLETICS, RETURN TO FORM THE SECONDARY MARK TO THE PRIMARY CAL SCRIPT.

THE BLOCK C VISUALLY ALLUDES TO COLLEGIATE ATHLETICS TRADITION, BUT MORE SPECIFICALLY TO CAL TRADITION. IT HAS BEEN FOUND ON CAL UNIFORMS, HELMETS AND LETTER JACKETS, IN SOME FORM, FOR OVER 100 YEARS.

THE PROFILE BEAR STANDS OUT AMONG THE COUNTLESS BEAR LOGOS IN SPORTS. THE MARK IMMEDIATELY BRINGS TO MIND THE FLAG OF CALIFORNIA AND REAL GOLDEN BEAR BREED UNIQUE TO CALIFORNIA. HUGE, INTELLIGENT AND FAST, THE GOLDEN BEARS LOOMED OVER THE CALIFORNIA WILDERNESS.

COMBINED, THEY FORM A CLASSIC YET UNIQUE LOGO TO COMPLIMENT THE CAL SCRIPT. AS THE SECONDARY LOGO, THIS MARK MUST BE CONSIDERED SUBORDINATE TO THE PRIMARY CAL SCRIPT LOGO. IT SHOULD NOT BE USED AS A PRIMARY LOGO FOR APPAREL.

THIS MARK IS CURRENTLY EXCLUSIVE TO CAL ATHLETICS AND SELECT RETAIL PARTNERS.

SEPARATE BLOCK C AND PROFILE BEAR TERTIARY LOGOS MAY ONLY BE USED WITH CREATIVE OR LICENSING APPROVAL.





SCRIPT WORDMARKS MAY NOT BE USED TOGETHER.

SCRIPT PREFERRED AS PRIMARY WORDMARK - ALTERNATE BLOCK WORDMARK AVAILABLE:

**CALIFORNIA**<sup>TM</sup>





SCRIPT WORDMARKS MAY NOT BE USED TOGETHER.

SCRIPT PREFERRED AS PRIMARY WORDMARK - ALTERNATE BLOCK WORDMARK AVAILABLE:

**GOLDEN BEARS**



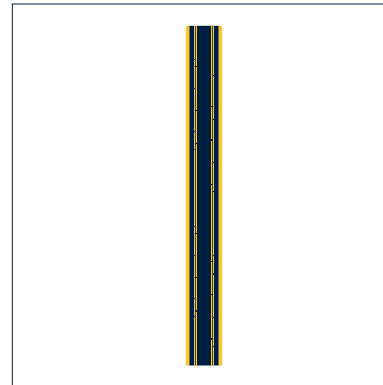


HORIZONTAL LOCKUP FOR USE ONLY  
WHEN FORCED BY LAYOUT RESTRICTIONS

SPORT-SPECIFIC LOGO LOCKUPS UNIFY CAL ATHLETICS TEAMS/ UNITS VISUALLY AND FOSTER CONSISTENCY ACROSS THE DEPARTMENT.

TEAMS BENEFIT FROM BEING EASILY IDENTIFIED AS PART OF CAL ATHLETICS. THE DEPARTMENT IS STRENGTHENED BY DIVERSE ATHLETICS PROGRAMS SUPPORTING THE CORE BRAND.





INSPIRED BY SATHER TOWER, THE CAMPANILE ON UC BERKELEY'S CAMPUS, SATHER STRIPE WILL BE UTILIZED AS A UNIFYING VISUAL ELEMENT ON CAL UNIFORMS, APPAREL, GRAPHICS AND BEYOND. THE FOUR THIN STRIPES INSIDE THE TWO HEAVIER STRIPES ECHO THE ARCHITECTURAL DESIGN OF THE TOWER, WHILE THE INTERRUPTED SEGMENTS ECHO ELEMENTS OF SEVERAL ATHLETICS FACILITIES AROUND CAMPUS.

THE STRIPE SHOULD PRIMARILY BE DISPLAYED EITHER VERTICALLY OR HORIZONTALLY, AS SHOWN. DIAGONAL USE OF THE STRIPE SHOULD BE AN EXCEPTION AND EMPLOYED INFREQUENTLY.

IN MOST CASES, SATHER STRIPE SHOULD NOT BE OVERLAPPED BY OTHER GRAPHIC ELEMENTS, INSTEAD STOPPING TO SURROUND THEM. THE BOTTOM OF THIS PAGE IS AN EXAMPLE.





**THIS IS BEAR  
TERRITORY**

**THIS IS BEAR TERRITORY**

**THIS IS  
BEAR  
TERRITORY**

TELL THE WHOLE WORLD.



PRIMARY/DISPLAY TYPEFACE: UA-Sather

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 0123456789  
 @!#\$%^&\*"'()?

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 0123456789  
 @!#\$%^&\*"'()?

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 0123456789  
 @!#\$%^&\*"'()?

UA-SATHER IS A PROPRIETARY TYPEFACE DEVELOPED BY UNDER ARMOUR FOR CAL ATHLETICS, BASED OFF CAL'S BLOCK C.

THE TYPEFACE IS ALLOWED FOR INTERNAL DEPARTMENT USE ONLY AND MAY NOT BE SHARED OUTSIDE CAL ATHLETICS. IT SHOULD NOT BE USED FOR PARAGRAPH/BODY COPY TYPE.

UA-SATHER MUST NEVER BE STRETCHED OR MADE THIN, BOLD OR ITALIC.

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



**COLOR**  
 PANTONE  
 CMYK  
 RGB  
 HTML

**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**  
 NO INK/OPAQUE WHITE  
 C0 M0 Y0 K0  
 R255 G255 B255  
 #FFFFFF



COLORS OUTSIDE THE MAIN PALETTE MAY BE USED TEMPORARILY FOR SPECIAL OCCASIONS, SUCH AS PINK FOR BREAST CANCER AWARENESS, BUT ARE NOT PERMITTED FOR LONG TERM USE.

USE OF GRAY AND BLACK IS RESTRICTED, SUBJECT TO CREATIVE OR LICENSING APPROVAL.

RESTRICTED COLOR USAGE FOR ELEMENTS ON GRAY BACKGROUNDS, e.g. APPAREL:





THE MARKS SHOWN ON THIS PAGE HAVE EITHER BEEN RETIRED, DISCONTINUED OR UPDATED AND ARE NOT ACCEPTABLE FOR CURRENT CAL ATHLETICS USE.

OTHER OUTDATED MARKS, NOT FOUND ON THIS PAGE, ARE ALSO CONSIDERED UNACCEPTABLE.

SOME EXCEPTIONS MAY BE ALLOWED, SUBJECT TO APPROVAL FROM CREATIVE SERVICES OR LICENSING. EXAMPLE: RETRO LICENSED APPAREL.





DO NOT DISTORT THE LOGO.



DO NOT STRETCH THE LOGO.



DO NOT RECOLOR THE LOGO IN ANY NON-APPROVED COLORWAY.



DO NOT ROTATE THE LOGO COUNTER CLOCKWISE. 90° CLOCKWISE IS PERMITTED IN VERTICAL CONTEXT.



DO NOT PLACE TEXT IN FRONT OF THE LOGO.



DO NOT PLACE TEXT IN ON THE TAIL SWEEP.



DO NOT USE A DIFFERENT COLOR BACKGROUND IN ANY NON-APPROVED COLORWAY.



DO NOT FADE THE LOGO IN ANY NON-APPROVED WAY.



DO NOT ADD ANY STROKES.



DO NOT USE BLOCK LETTERING INSTEAD OF THE LOGO.



DO NOT HAVE CALIFORNIA LETTERING WITH THE LOGO.





DO NOT MAKE THE TYPE WEIGHT THINNER.



DO NOT MAKE THE TYPE WEIGHT THICKER.



DO NOT STRETCH THE WORDMARK.



DO NOT USE SMALL CAPS WITH LARGE CAPS.



DO NOT SET THE LETTER SPACING TOO WIDE.



DO NOT SET THE LETTER SPACING TOO SHORT.



DO NOT ITALICIZE THE WORDMARK.



DO NOT SET THE WORDMARK IN AN NON-APPROVED ARCH FORM.



DO NOT USE A GRADIENT FILL FOR THE WORDMARK.



DO NOT CHANGE THE VERTICAL SCALE OF THE INTERNAL CHARACTERS.



DO NOT COMBINE THE BLOCK C WITH THE WORDMARK.



DO NOT COMBINE THE PRIMARY LOGO WITH THE WORDMARK.



DO NOT ADD ANY STROKES ON THE WORDMARK.



DO NOT ADD ANY ADDITIONAL TEXT OR GRAPHIC ON THE WORDMARK.



DO NOT COMBINE THE MASCOT LOGO WITH THE WORDMARK.





DO NOT DISTORT THE LOGO.



DO NOT STRETCH THE LOGO.



DO NOT CHANGE THE SCALE OF THE C IN THE LOGO.



DO NOT FLIP THE BEAR IN THE LOGO.



DO NOT INSERT ANY GRAPHIC OR TEXT IN OR WITHIN THE LOGO.



DO NOT ALTER THE COLOR OF THE LOGO.



DO NOT ADD ANY STROKES TO THE LOGO.



DO NOT USE A GRADIENT ON THE LOGO.



DO NOT ROTATE ANY PART OF THE LOGO.



DO NOT CHANGE THE POSITION OF THE BEAR ON THE LOGO.



DO NOT PLACE THE BEAR IN WITHIN THE PRIMARY LOGO.





SPORTS NOT AFFILIATED WITH UNDER ARMOUR ARE REQUIRED TO USE CURRENT CAL BRAND MARKS FOUND IN THIS MANUAL, BUT ARE NOT REQUIRED TO USE UNDER ARMOUR'S LOGO. THESE SPORTS MAY SUBSTITUTE THEIR OWN APPAREL PARTNER LOGOS IN CO-BRANDING LOCKUPS.





VERBIAGE

California ™

Cal ™

California Golden Bears ™

Golden Bears ®

University of California Golden Bears ™

Go Bears ™

Bears ™

Cal Bears ™

*CAL BERKELEY IS  
NOT ACCEPTABLE*

NOTES

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REPRODUCTION OF ANY LOGOS OR WORDMARKS IS PROHIBITED WITHOUT THE APPROVAL OF CAL ATHLETICS. OUTSIDE PARTIES MUST COMPLY WITH THE LICENSING PROCESS.

THE LOGOS AND WORDMARKS ARE REGISTERED MARKS OF UNIVERSITY OF CALIFORNIA AND MUST INCLUDE THE ® OR ™ DESIGNATION WHENEVER THEY ARE USED.

THE COLORS SHOWN IN THIS MANUAL HAVE NOT BEEN EVALUATED BY PANTONE, INC. FOR ACCURACY AND MAY NOT MATCH THE PANTONE COLOR STANDARDS. CONSULT CURRENT PANTONE PUBLICATIONS FOR ACCURATE COLOR. THE COLOR AND GRAYSCALE GUIDES SHOWN HERE ARE FOR REFERENCE ONLY. PLEASE FOLLOW THE COLOR VALUES PROVIDED IN THIS MANUAL, DEPENDENT ON MEDIUM.

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