



OFFICIAL WORDMARK SET 2020

A note on color

UC Davis wordmarks should only appear in the color combinations provided. These include only the colors indicated below.

AGGIE BLUE

PMS AGGIE BLUE

C 100 R 2
M 56 G 40
Y 0 B 81
K 34

HEX #022851

AGGIE GOLD

PMS 110

C 0 R 255
M 19 G 191
Y 100 B 0
K 15

HEX #FFBF00

BLACK

WHITE

Aggie Blue is the only UC Davis color that does not have a standard Pantone match. UC Davis worked with Pantone to create a custom blue, known only as Aggie Blue.

If you work with a vendor that will use spot color for reproduction of Aggie Blue, please contact Strategic Communications at UC Davis at **530-752-1930**, or email **marketing@ucdavis.edu**.

The PMS build for Aggie Blue is:

PANTONE Rubine Red	20.05
PANTONE Process Blue	55.83
PANTONE Trans. White	14.12
PANTONE Black	10.00
	<hr/>
	100.00