

UC Davis Color Accessibility Guide

Primary Brand Colors

AGGIE BLUE #022851

WHITE	ANY
GOLDEN STATE	ANY
RAIN	ANY
SUNFLOWER	ANY
AGGIE GOLD	ANY
FARMERS MARKET	ANY
REC POOL	19px BOLD or 24px
SAGE	19px BOLD or 24px
THIEBAUD ICING	19px BOLD or 24px
ARBORETUM	19px BOLD or 24px
ROSE	19px BOLD or 24px
TAHOE	19px BOLD or 24px
POPPY	19px BOLD or 24px

AGGIE GOLD #FFBF00

BLACK	ANY
AGGIE BLUE	ANY
CABERNET	ANY
BODEGA	ANY
MERLOT	ANY
PINOT	ANY
DELTA	ANY
GUNROCK	19px BOLD or 24px
REDWOOD	19px BOLD or 24px

Secondary Brand Colors

REC POOL #6FCFEB

BLACK	ANY
CABERNET	ANY
BODEGA	19px BOLD or 24px
MERLOT	19px BOLD or 24px
PINOT	19px BOLD or 24px
DELTA	19px BOLD or 24px
GUNROCK	19px BOLD or 24px

TAHOE #00B2E3

BLACK	ANY
CABERNET	19px BOLD or 24px
BODEGA	19px BOLD or 24px

GUNROCK #0047BA

WHITE	ANY
GOLDEN STATE	ANY
RAIN	19px BOLD or 24px
SUNFLOWER	19px BOLD or 24px
AGGIE GOLD	19px BOLD or 24px
FARMERS MARKET	19px BOLD or 24px
REC POOL	19px BOLD or 24px

BODEGA #003A5D

WHITE	ANY
GOLDEN STATE	ANY
RAIN	ANY
SUNFLOWER	ANY
AGGIE GOLD	ANY
FARMERS MARKET	ANY
REC POOL	19px BOLD or 24px
SAGE	19px BOLD or 24px
THIEBAUD ICING	19px BOLD or 24px
ARBORETUM	19px BOLD or 24px
ROSE	19px BOLD or 24px
TAHOE	19px BOLD or 24px
POPPY	19px BOLD or 24px

RAIN #03F9E6

BLACK	ANY
CABERNET	ANY
BODEGA	ANY
AGGIE BLUE	ANY
MERLOT	ANY
PINOT	ANY
DELTA	19px BOLD or 24px
GUNROCK	19px BOLD or 24px
REDWOOD	19px BOLD or 24px
DOUBLE DECKER	19px BOLD or 24px
CALIFORNIA	19px BOLD or 24px

ARBORETUM #00C4B3

BLACK	ANY
AGGIE BLUE	19px BOLD or 24px
CABERNET	19px BOLD or 24px
BODEGA	19px BOLD or 24px
MERLOT	19px BOLD or 24px

PUTAH CREEK #008EAA

BLACK	19px BOLD or 24px
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DELTA #00524C

WHITE	ANY
GOLDEN STATE	ANY
RAIN	19px BOLD or 24px
SUNFLOWER	19px BOLD or 24px
AGGIE GOLD	19px BOLD or 24px
FARMERS MARKET	19px BOLD or 24px
REC POOL	19px BOLD or 24px
SAGE	19px BOLD or 24px

FARMERS MARKET #AADA91

BLACK	ANY
AGGIE BLUE	ANY
CABERNET	ANY
BODEGA	ANY
MERLOT	19px BOLD or 24px
PINOT	19px BOLD or 24px
DELTA	19px BOLD or 24px
GUNROCK	19px BOLD or 24px
REDWOOD	19px BOLD or 24px

SAGE #6CCA98

BLACK	ANY
AGGIE BLUE	19px BOLD or 24px
CABERNET	19px BOLD or 24px
BODEGA	19px BOLD or 24px
MERLOT	19px BOLD or 24px
PINOT	19px BOLD or 24px
DELTA	19px BOLD or 24px

QUAD #3DAE2B

BLACK	ANY
AGGIE BLUE	19px BOLD or 24px
CABERNET	19px BOLD or 24px

REDWOOD #266041

WHITE	ANY
GOLDEN STATE	19px BOLD or 24px
RAIN	19px BOLD or 24px
SUNFLOWER	19px BOLD or 24px
AGGIE GOLD	19px BOLD or 24px
FARMERS MARKET	19px BOLD or 24px

GOLDEN STATE #FFFF3B

BLACK	ANY
AGGIE BLUE	ANY
CABERNET	ANY
BODEGA	ANY
MERLOT	ANY
PINOT	ANY
DELTA	ANY
GUNROCK	ANY
REDWOOD	19px BOLD or 24px
DOUBLE DECKER	19px BOLD or 24px
CALIFORNIA	19px BOLD or 24px
REDBUD	19px BOLD or 24px

SUNFLOWER #FFCD00

BLACK	ANY
AGGIE BLUE	ANY
CABERNET	ANY
BODEGA	ANY
MERLOT	ANY
PINOT	ANY
DELTA	ANY
GUNROCK	19px BOLD or 24px
REDWOOD	19px BOLD or 24px

POPPY #F18A00

BLACK	ANY
AGGIE BLUE	19px BOLD or 24px
CABERNET	19px BOLD or 24px
BODEGA	19px BOLD or 24px

CALIFORNIA #8A532F

WHITE	19px BOLD or 24px
GOLDEN STATE	19px BOLD or 24px
RAIN	19px BOLD or 24px

ROSE #FF8189

BLACK	ANY
AGGIE BLUE	19px BOLD or 24px
CABERNET	19px BOLD or 24px
BODEGA	19px BOLD or 24px

STRAWBERRY #F93549

BLACK	19px BOLD or 24px
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DOUBLE DECKER #C10230

WHITE	19px BOLD or 24px
GOLDEN STATE	19px BOLD or 24px
RAIN	19px BOLD or 24px

MERLOT #79242F

WHITE	ANY
GOLDEN STATE	ANY
RAIN	ANY
SUNFLOWER	19px BOLD or 24px
AGGIE GOLD	19px BOLD or 24px
FARMERS MARKET	19px BOLD or 24px
REC POOL	19px BOLD or 24px
SAGE	19px BOLD or 24px
THIEBAUD ICING	19px BOLD or 24px
ARBORETUM	19px BOLD or 24px

THIEBAUD ICING #F095CD

BLACK	ANY
AGGIE BLUE	19px BOLD or 24px
CABERNET	19px BOLD or 24px
BODEGA	19px BOLD or 24px
MERLOT	19px BOLD or 24px

REDBUD #C6007E

WHITE	19px BOLD or 24px
GOLDEN STATE	19px BOLD or 24px

PINOT #76236C

WHITE	ANY
GOLDEN STATE	ANY
RAIN	ANY
SUNFLOWER	19px BOLD or 24px
AGGIE GOLD	19px BOLD or 24px
FARMERS MARKET	19px BOLD or 24px
REC POOL	19px BOLD or 24px
SAGE	19px BOLD or 24px

CABERNET #481268

WHITE	ANY
GOLDEN STATE	ANY
RAIN	ANY
AGGIE GOLD	ANY
FARMERS MARKET	ANY
REC POOL	ANY
SAGE	19px BOLD or 24px
THIEBAUD ICING	19px BOLD or 24px
ARBORETUM	19px BOLD or 24px
ROSE	19px BOLD or 24px
TAHOE	19px BOLD or 24px
POPPY	19px BOLD or 24px
QUAD	19px BOLD or 24px