

Brand logos – usage

2.8 Approved usage – primary

The two-color (gold and navy) primary logo on a white background is the preferred usage of the primary logo.

Logos should be used in single-color versions sparingly, but when appropriate for the design of the materials. When the logo must appear in one color, solid black, white, or UC Davis Navy are approved. An all-white logo can be used at times on the navy background. As an exception, the logo can appear in all gold embroidery on navy uniforms or scrubs.

One-color usage



Preferred usage



A slide layout template. At the top left is the UC Davis Health logo. To its right is a gold bar containing the text "Public Affairs and Marketing". Below the logo is a large, vibrant photograph of a modern hospital building complex at sunset. To the left of the main content area is a dark blue sidebar with event details. The main content area has a white header with the date "September 24/25" and a dark blue body with the title "Te nis aut adigni andesa perchit". The body contains placeholder Latin text and a bulleted list of items.

The preferred usage and position for the primary logo is the two-color (gold and navy) logo on a white background placed in the upper left corner of a layout. The logo can be aligned with titles, but a gold divider rule should be used as an organizing device for the titling. See layout guidelines (page 31) for details.