# 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.
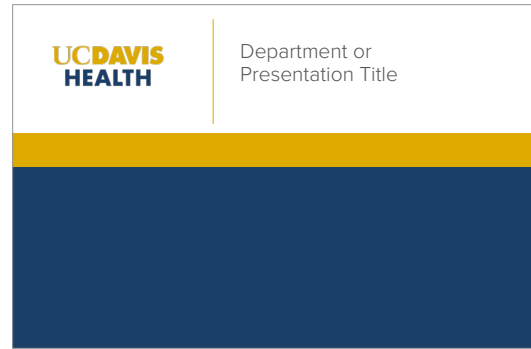
Preferred usage

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.

One-color usage