### PRIMARY - CAL SCRIPT

<table>
<thead>
<tr>
<th>CAL</th>
<th>CAL</th>
<th>CAL</th>
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</thead>
</table>

### SECONDARY - BLOCK C BEAR

<table>
<thead>
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<th>C</th>
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</thead>
</table>

### CALIFORNIA WORDMARK - PRIMARY

<table>
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<th>California</th>
</tr>
</thead>
</table>

### GOLDEN BEARS WORDMARK - PRIMARY

<table>
<thead>
<tr>
<th>Golden Bears</th>
</tr>
</thead>
</table>

### SATHER STRIPE

<table>
<thead>
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<th>Sather Stripe</th>
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</thead>
</table>

### LOGO LOCKUP EXAMPLES

<table>
<thead>
<tr>
<th>Athletics</th>
<th>Athletics</th>
</tr>
</thead>
</table>

### TYPOGRAPHY

**Primary/Display Typeface:** UA-Sather

**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

### CALIFORNIA GOLDEN BEARS COLORS

#### Blue
- PMS 282 C
- C100 M90 Y13 K68
- R4 G30 B66
- #041E42

#### Gold
- PMS 123 C
- C0 M19 Y80 K0
- R255 G199 B44
- #FCC72C

#### White
- PMS N/A
- C0 M0 Y0 K0
- R255 G255 B255
- #FFFFFF

**Grays and blacks are restricted based on creative or licensing approval.**

### VERBAGE

- California™
- Cal™
- California Golden Bears™
- Golden Bears®
- University of California Golden Bears™

**Go Bears™**
- Bears
- Cal Bears™

**Cal Berkeley is not acceptable.**

### RESOURCES

- Creative Director: John Lemein - jlemein@berkeley.edu
- Licensing Director: Daniel Perkins - perkins77@berkeley.edu

[CalBears.com/brand](http://CalBears.com/brand)