

TABLE OF CONTENTS

about	3
logo	
logotype + alternatives	4
proportions	5
unacceptable uses	6
color	7

About ASUCD

The Associated Students, University of California, Davis is primarily student-managed and staffed, employing an upwards of 1,500 students. ASUCD offers golden opportunities to engage in leadership activities that range from student advocacy to management and finance and to event planning.

LOGOTYPE

asucd

ALTERNATIVES

asucd

asucd

asucd

Alternative versions are used when the logo needs to be placed on a background that does not make the logo legible/appealing.

On black and white media, use the white ASUCD logo if on dark backgrounds.





UNACCEPTABLE LOGO USAGE

The official slogan for ASUCD is “For Aggies, By Aggies.” By having a slogan that reflects our campus personally, it unifies our students to foster Aggie Pride. The slogan itself is also reminiscent of the famous quote from Abraham Lincoln’s Gettysburg Address: “Of the people, by the people, for the people” that helped unite our post-civil war country.

Having a slogan gives our Association further direction and unity, and gives students a sentiment they can associate uniquely with ASUCD. The logo appears on our Association’s resources.

By giving ASUCD more of a visual presence, the students will be more aware of all that ASUCD has been responsible for establishing on our campus.

UNACCEPTABLE LOGO USAGE

The ASUCD logo should only be used in the ways displayed on page 2. Here are examples of unacceptable usage of the logo.



Do not alter the color.



Do not stretch the logo.



Do not rotate the logo.

The Associated Students,
University of California,



Do not intrude on
designated white space.



Do not use the standard
logo on dark backgrounds.

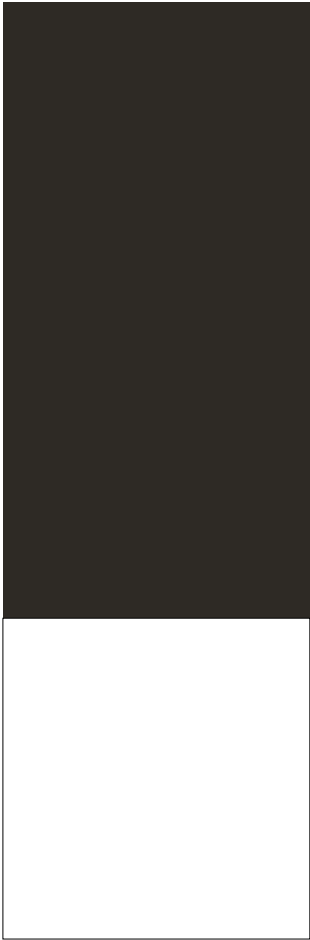


PRIMARY COLOR

PMS 301 C HEX
C 94 #00639C
M 61
Y 14
K 1

SECONDARY COLOR

PMS 117 C HEX
C 0 #C99700
M 18.5
Y 100
K 15



BLACK

C 0 HEX
M 0 #000000
Y 0
K 100

WHITE

C 0 HEX
M 0 #FFFFFF
Y 0
K 0



VISIT

347 Memorial Union
Davis, CA 95161

CALL

530 752 1990

EXPLORE

asucd.ucdavis.edu