

# Brand logos – usage

## 2.9 Approved usage – sub-brands

The two-color (gold and navy) sub-brand logo on a white background is the most common usage of a sub-brand logo.

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, but should only be placed in a clear area of the layout.

### One-color usage example



## Common usage

The common usage for the sub-brand logos is on white background placed in the top area of a layout.