

PRIMARY LOCKUP

ONE COLOR



**Global Food
Initiative**
UNIVERSITY OF CALIFORNIA

TWO COLOR



**Global Food
Initiative**
UNIVERSITY OF CALIFORNIA

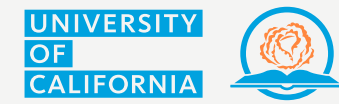
ADDITIONAL LOCKUPS

These additional lockups can be used in place of the primary logo. None of the logos should be rearranged. Keep components and spacing as shown.

ONE COLOR



TWO COLOR



DO NOT REARRANGE LOCKUPS



DO NOT SEPARATE LOCKUP ELEMENTS AS LOGOS



PRIMARY COLORS



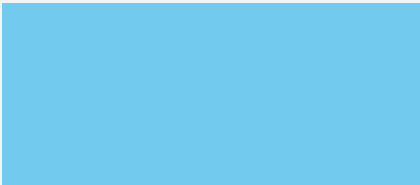
UC blue
PMS 299 C / UC
CMYK 69 10 0 0
RGB 18 149 216
HEX #1295D8



UC gold
PMS 116 C / UC
CMYK 0 19 100 0
RGB 255 181 17
HEX #FFB511



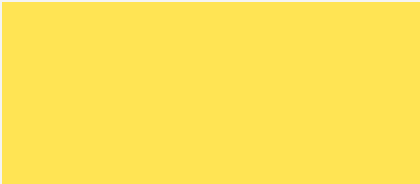
Blue
PMS 302 C / UC
CMYK 100 25 0 50
RGB 0 85 129
HEX #005581



Light blue
PMS 297 C / UC
CMYK 49 1 0 0
RGB 114 205 244
HEX #72CDF4



Gold
PMS 109 C / UC
CMYK 0 11 96 0
RGB 255 210 0
HEX FFD200



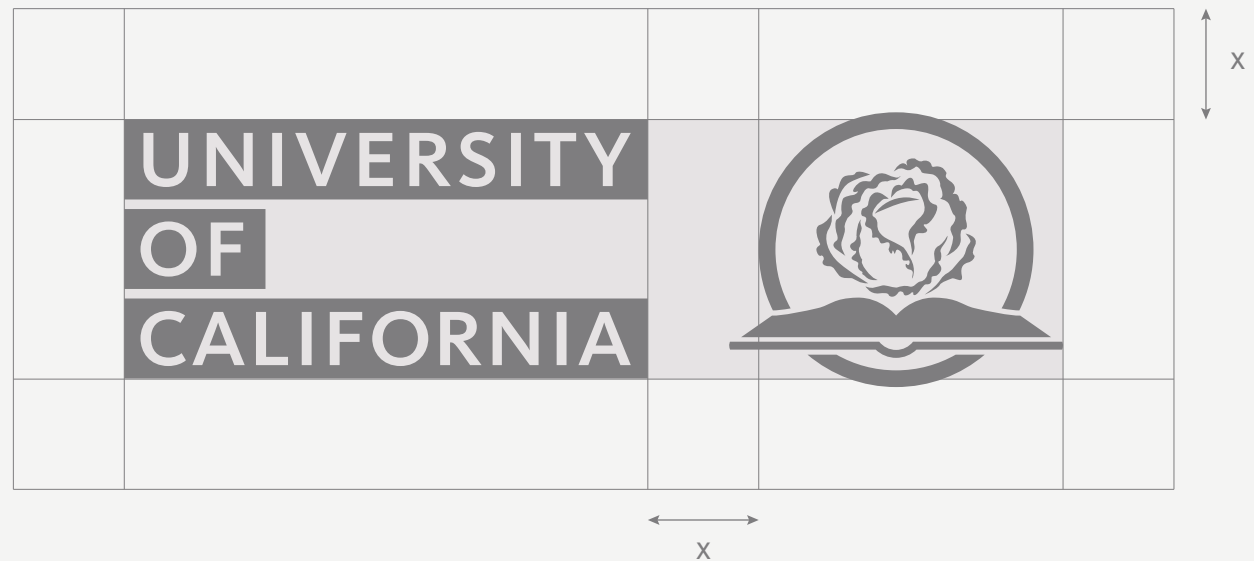
Light gold
PMS 107 C / UC
CMYK 0 2 79 0
RGB 255 229 82
HEX #FFE552

SECONDARY COLORS

| | | | |
|--|--|---|---|
|  | Orange PMS 172C / UC CMYK 0 58 79 0 RGB 255 110 27 HEX #FF6E1B |  | UC gray PMS 425 C / UC CMYK 25 18 15 51 RGB 124 126 127 HEX #7C7E7F |
|  | Light orange PMS 151 C / UC CMYK 0 43 91 0 RGB 255 143 40 HEX #FF8F28 | | |
|  | Pink PMS RHODAMINE RED CMYK 11 66 0 0 RGB 228 76 154 HEX #E44C9A |  | Warm gray 8 PMS WARM GRAY 8 CMYK 15 20 22 42 RGB 143 136 132 HEX #8F8884 |
|  | Light pink PMS 230 C / UC CMYK 3 34 0 0 RGB 255 178 224 HEX #FEB2E0 |  | Warm gray 3 PMS WARM GRAY 3 CMYK 8 9 11 20 RGB 190 182 175 HEX #BEB6AF |
|  | Teal PMS 3145 C / UC CMYK 100 10 29 20 RGB 0 119 139 HEX #00778B |  | Warm gray 1 PMS WARM GRAY 1 CMYK 2 3 7 8 RGB 219 213 205 HEX #DBD5CD |
|  | Light teal PMS 7467 C / UC CMYK 97 0 30 0 RGB 0 163 173 HEX #00A3AD |  | Metallic gold PMS 872 C / UC CMYK 0 21 60 30 RGB 180 151 90 HEX #B4975A |

CLEAR SPACE

To ensure legibility and recognizability, the wordmark must have a minimum amount of clear space around it. Use the space between the wordmark and the GFI mark (x) to determine the minimum unobstructed area around the lockup (x).



CO-BRANDING

When using the lockup with other marks, make them the same relative size with the full height of the wordmark (x) between each distinct logo.

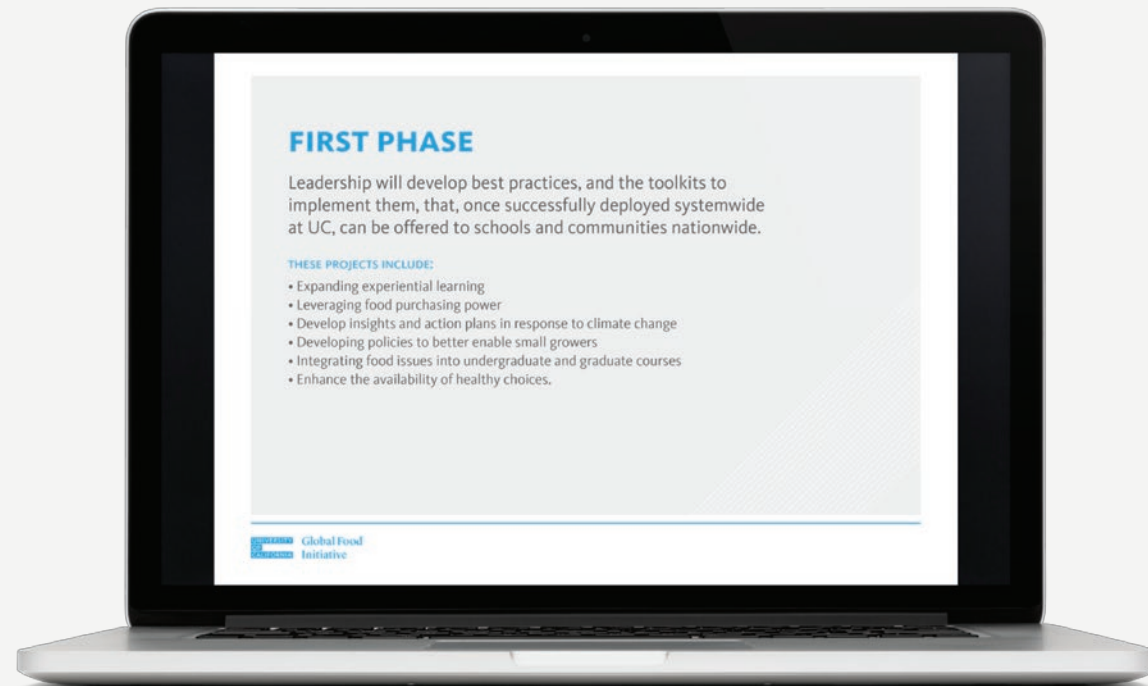


EXAMPLE – CO-BRANDING



POWERPOINT

A GFI PowerPoint template is available. Please use this template for GFI related presentations.



EXAMPLE – BOOKLET

These are sample applications of the GFI lockup and are meant to illustrate possible uses.



EXAMPLE – EVENT SPACE

These are sample applications of the GFI lockup and are meant to illustrate possible uses.



EXAMPLE – TOTE BAG

The GFI pictogram can only be used alone as a purely graphic element, as shown here.



EXAMPLE – SANDWICH BAGS

These are sample applications of the GFI pictogram used as a graphic image to illustrate possible uses.



EXAMPLE – T-SHIRT

These are sample applications of the GFI pictogram used as a graphic image to illustrate possible uses.

