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.
Global Food Initiative
Brand Guidelines

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
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).
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.
EXECUTING THE BRAND

EXAMPLE – CO-BRANDING
A GFI PowerPoint template is available. Please use this template for GFI related presentations.

FIRST PHASE
Leadership will develop best practices, and the toolkits to implement them, that, once successfully deployed systemwide at UC, can be offered to schools and communities nationwide.

These projects include:
- Expanding experiential learning
- Leveraging food purchasing power
- Developing insights and action plans in response to climate change
- Developing policies to better enable small growers
- Integrating food losses into undergraduate and graduate courses
- Enhance the availability of healthy choices.
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.