# Brand pack

The University Cross Country Races · Oxford v Cambridge on Wimbledon Common

## Logos




**Full logo**




**Without the title**



**Roundel**

- Leave clear space around the logo of at least a quarter of the roundel's width.
- Use the full logo at 30 mm or 120 px wide or more, and the roundel at 6 mm or 16 px or more.
- Do not stretch, squash, rotate, recolour or outline the logo, or add a shadow.
- Keep club crests apart from the logo. The crests belong to the clubs, so ask each club for its own.
- Download the logo files from the About page: varsity-xc-site.netlify.app/about

## Colours

**Oxford Blue**
#002147 · RGB 0 33 71
Pantone 282 C
CMYK 100 87 42 52

**Cambridge Blue**
#D1F9F1 · RGB 209 249 241
CMYK 16 0 3 2

**Gold**
Pantone 10122 C
Screen #BF9724
RGB 191 151 36

**Silver**
Pantone 10103 C
Screen #B9BBBB
RGB 185 187 187

**Ink**
#17263A · RGB 23 38 58
For text

**Cream**
#F7F5EF · RGB 247 245 239
For backgrounds

## Fonts

Oxford v Cambridge

**Freight Big Pro Semibold**
Headings · free alternative: Noto Serif

Saturday 5 December 2026 on Wimbledon Common

**Freight Sans Pro**
Body text, menus and labels · free alternative: Roboto

**1880 • 1976 • 1990 • 2026**

**Freight Sans Compressed Pro Bold**
Scores and big numbers · free alternative: Barlow Condensed

The first race was run in Oxford on 2 December 1880.

**Freight Text Pro**
Long articles · free alternative: Noto Serif

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