

*Ucla*®

**STYLE GUIDE // UCLA ATHLETICS FOR PRINT AND DIGITAL APPLICATIONS**

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PRIMARY ATHLETIC MARKS  
FOR ALL PRINT AND DIGITAL APPLICATION

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# SONS OF WESTWOOD

## STYLE PACKAGE

PRIMARY ATHLETIC MARKS  
FOR ALL PRINT AND DIGITAL APPLICATIONS

# SECTION ONE //

## PRIMARY IDENTITY



**UCLA COLOR NAME:  
UCLA BLUE**

**UA CSI: 992**  
**OFFICIAL PMS: PANTONE 2383 COATED,  
PANTONE 3553 UNCOATED**  
**OFFICIAL RGB: 39, 116, 174**  
**OFFICIAL CMYK: 83, 40, 3, 6**  
**OFFICIAL CMYK: 100, 29, 2, 7**  
**OFFICIAL HTML: 2774AE**



**UCLA COLOR NAME:  
WESTWOOD GOLD**

**UA COLOR SYSTEM: STEELTOWN GOLD**  
**UA CSI: 750**  
**OFFICIAL PMS: 130 C**  
**OFFICIAL RGB: 242, 169, 0**  
**OFFICIAL CMYK: 0, 32, 100, 0**  
**OFFICIAL HTML: F2A900**



**UCLA COLOR NAME:  
WHITE**

**UA CSI: 100**  
**OFFICIAL PMS: N/A**  
**OFFICIAL RGB: 255, 255, 255**  
**OFFICIAL CMYK: 0, 0, 0, 0**  
**OFFICIAL HTML: FFFFFFFF**

*Ucla*<sup>®</sup>

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

Logo coloration used only in Westwood package.

**UCLA**®

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

---

Not to be used as a logo.

**UCLA**<sup>®</sup>

PRIMARY TEAM COLORS



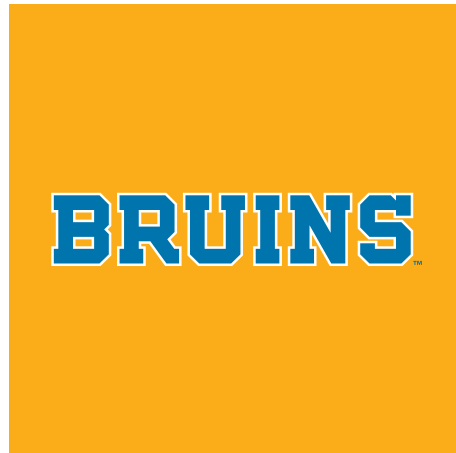
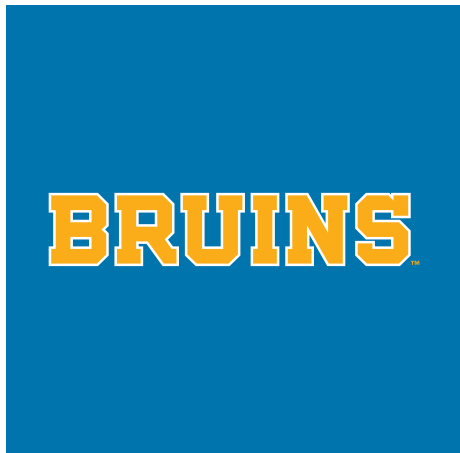
NEUTRAL COLORS



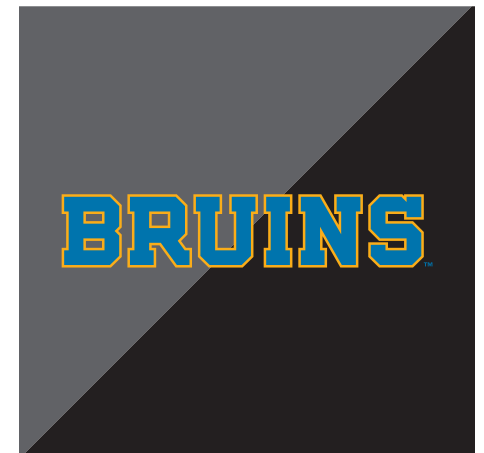
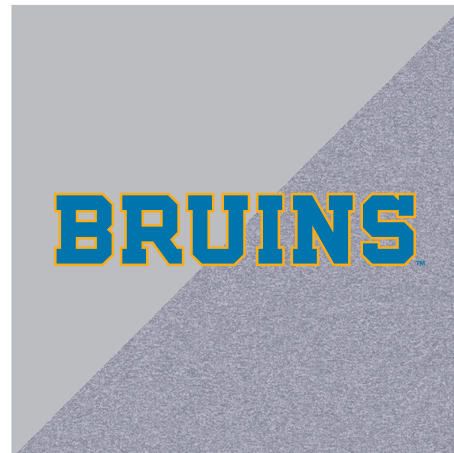


# BRUINS™

## PRIMARY TEAM COLORS



## NEUTRAL COLORS



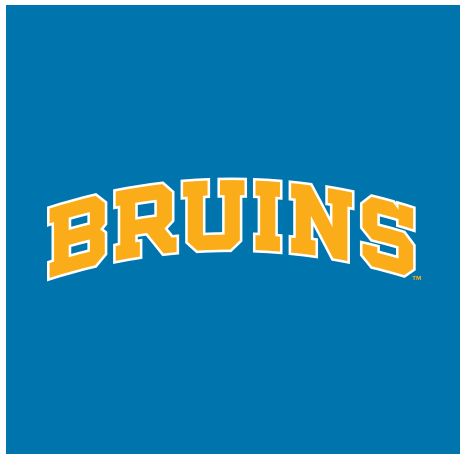
## ADDITIONAL NOTES

---

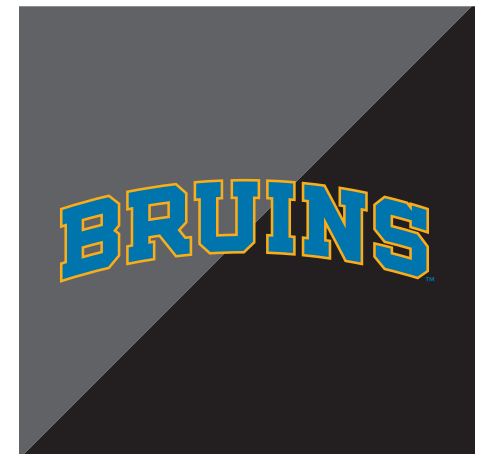
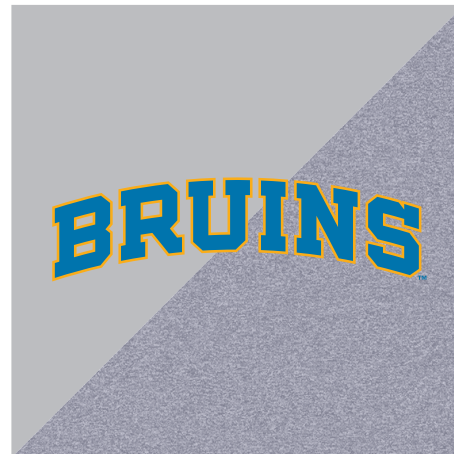
Not to be used as a logo.

# BRUINS™

## PRIMARY TEAM COLORS



## NEUTRAL COLORS



## ADDITIONAL NOTES

---

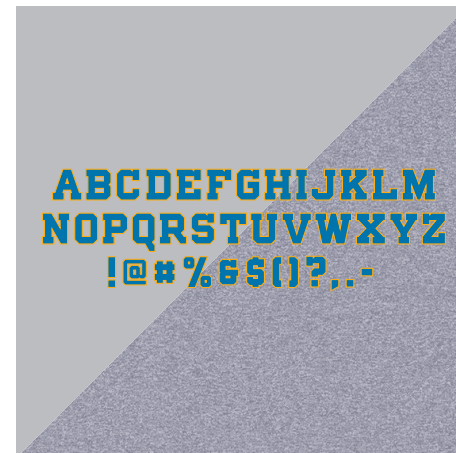
Not to be used as a logo.

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
!@#%&\$()?,.-**

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

For typeface version use [UABruinBlockstandard.ttf](#) or [UABruinBlockStandard.otf](#)

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
!@%\$&[]?,-**

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

For typeface version use UABruinBlockstandard.ttf or UABruinBlockStandard.otf

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
!@#%&\$[]?,-

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

For typeface version use Bruin Block Condensed.ttf or Bruin Block Condensed.otf

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
!@#%&\$[]?,-

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

For typeface version use Bruin Block Condensed.ttf or Bruin Block Condensed.otf

# SONS OF WESTWOOD // BODY COPY FONT

---

## GOTHAM

### THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### THIN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

### EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### EXTRA LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

### LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

### MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

### BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

### BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

### ULTRA

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### ULTRA ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

PLAYERNAME

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

-"&'(),.^\_./

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

Playername set as vector artwork for use on uniforms only. For actual typeface, see page 12.



0123456789

PRIMARY TEAM COLORS



NEUTRAL COLORS

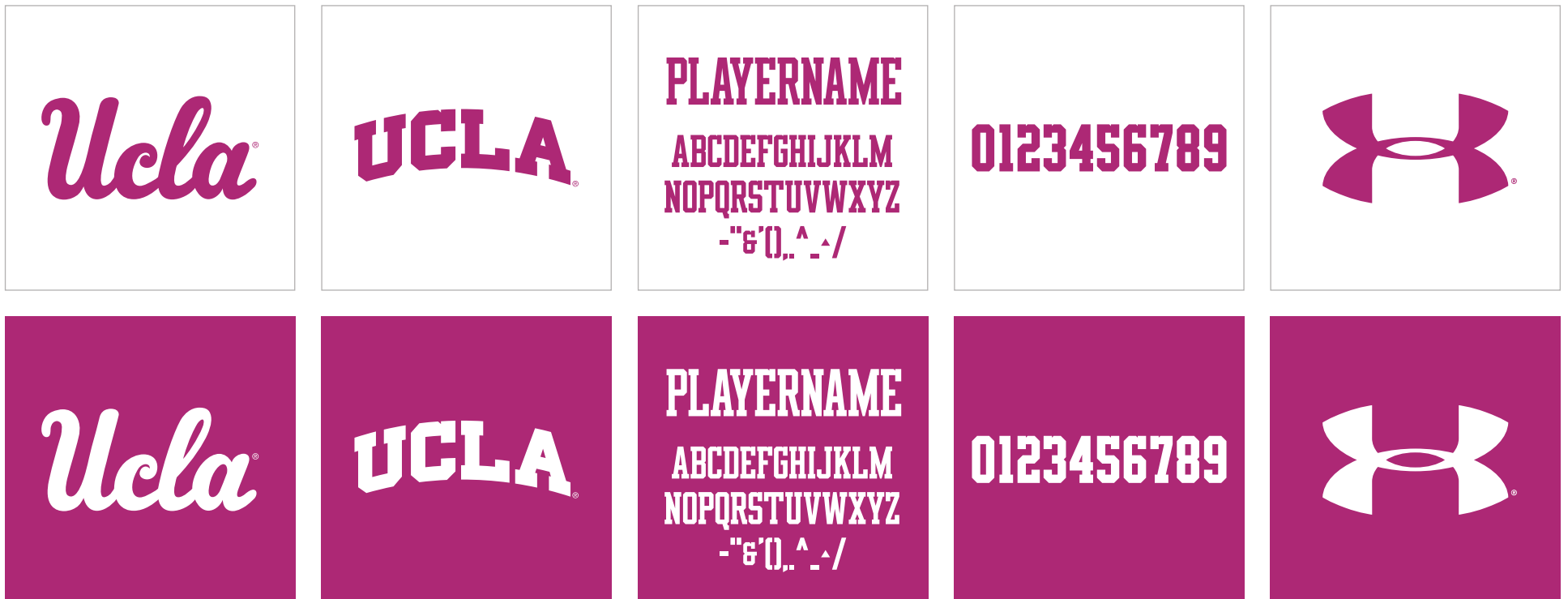


ADDITIONAL NOTES

Numbers set as vector artwork for use on uniforms only. For actual typeface, see page 12.

# Ucla<sup>®</sup>

## POWER IN PINK COLORS



### ADDITIONAL NOTES

Assets use Tropic Pink 654, PMS 227C.

# SECTION TWO // MISCELLANEOUS MARKS



PRIMARY TEAM COLORS

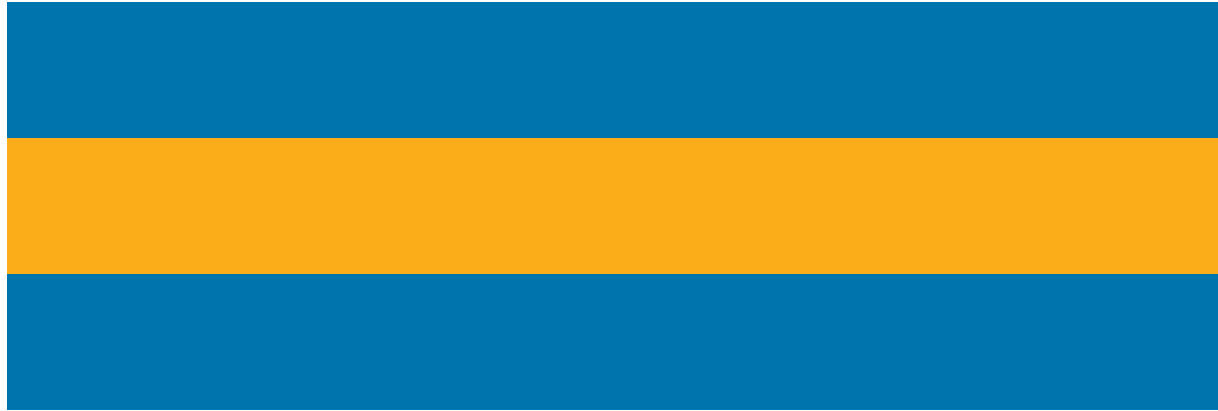


NEUTRAL COLORS

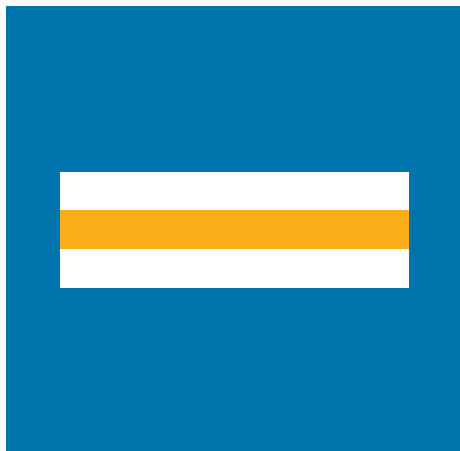


ADDITIONAL NOTES

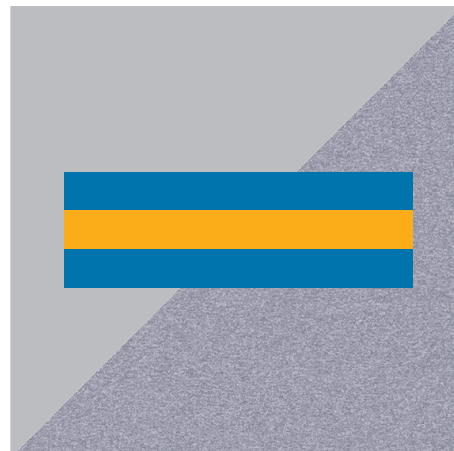
For use on headwear only, cannot be featured on the same plane as any other school marks.



## PRIMARY TEAM COLORS



## NEUTRAL COLORS



### ADDITIONAL NOTES

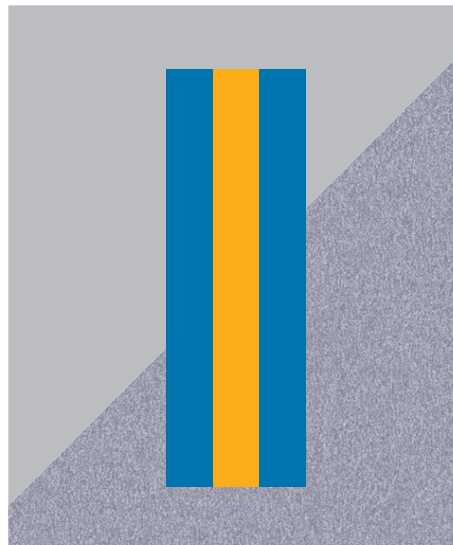
Use of any other stripe in association with UCLA athletics is prohibited.



**PRIMARY TEAM COLORS**



**NEUTRAL COLORS**



**ADDITIONAL NOTES**

Use of any other stripe in association with UCLA athletics is prohibited.



PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

Available for exclusive use on Under Armour product and UCLA properties.

# CHAMPIONS MADE HERE™

## PRIMARY TEAM COLORS



## NEUTRAL COLORS





# CHAMPIONS MADE HERE™

## PRIMARY TEAM COLORS



## NEUTRAL COLORS



**CHAMPIONS  
MADE HERE™**

PRIMARY TEAM COLORS



NEUTRAL COLORS



**CHAMPIONS  
MADE HERE™**

PRIMARY TEAM COLORS



NEUTRAL COLORS





**PRIMARY TEAM COLORS**



**NEUTRAL COLORS**



# SECTION THREE //

## SPORT-SPECIFIC LOGOS

*Ucla*<sup>®</sup>  
ATHLETICS

*Ucla*<sup>®</sup>  
BASEBALL

*Ucla*<sup>®</sup>  
BASKETBALL

*Ucla*<sup>®</sup>  
BEACH VOLLEYBALL

*Ucla*<sup>®</sup>  
CROSS COUNTRY

*Ucla*<sup>®</sup>  
FOOTBALL

*Ucla*<sup>®</sup>  
GOLF

*Ucla*<sup>®</sup>  
GYMNASTICS

*Ucla*<sup>®</sup>  
ROWING

*Ucla*<sup>®</sup>  
RUGBY

*Ucla*<sup>®</sup>  
SOCCER

*Ucla*<sup>®</sup>  
SOFTBALL

*Ucla*<sup>®</sup>  
SWIMMING & DIVING

*Ucla*<sup>®</sup>  
TENNIS

*Ucla*<sup>®</sup>  
TRACK & FIELD

*Ucla*<sup>®</sup>  
VOLLEYBALL

*Ucla*<sup>®</sup>  
WATER POLO

*Ucla*  
ATHLETICS

*Ucla*  
BASEBALL

*Ucla*  
BASKETBALL

*Ucla*  
BEACH VOLLEYBALL

*Ucla*  
CROSS COUNTRY

*Ucla*  
FOOTBALL

*Ucla*  
GOLF

*Ucla*  
GYMNASTICS

*Ucla*  
ROWING

*Ucla*  
RUGBY

*Ucla*  
SOCCER

*Ucla*  
SOFTBALL

*Ucla*  
SWIMMING & DIVING

*Ucla*  
TENNIS

*Ucla*  
TRACK & FIELD

*Ucla*  
VOLLEYBALL

*Ucla*  
WATER POLO

*Ucla*<sup>®</sup>  
ATHLETICS

*Ucla*<sup>®</sup>  
BASEBALL

*Ucla*<sup>®</sup>  
BASKETBALL

*Ucla*<sup>®</sup>  
BEACH VOLLEYBALL

*Ucla*<sup>®</sup>  
CROSS COUNTRY

*Ucla*<sup>®</sup>  
FOOTBALL

*Ucla*<sup>®</sup>  
GOLF

*Ucla*<sup>®</sup>  
GYMNASTICS

*Ucla*<sup>®</sup>  
ROWING

*Ucla*<sup>®</sup>  
RUGBY

*Ucla*<sup>®</sup>  
SOCCER

*Ucla*<sup>®</sup>  
SOFTBALL

*Ucla*<sup>®</sup>  
SWIMMING & DIVING

*Ucla*<sup>®</sup>  
TENNIS

*Ucla*<sup>®</sup>  
TRACK & FIELD

*Ucla*<sup>®</sup>  
VOLLEYBALL

*Ucla*<sup>®</sup>  
WATER POLO



*Ucla*<sup>®</sup>  
ATHLETICS

*Ucla*<sup>®</sup>  
BASEBALL

*Ucla*<sup>®</sup>  
BASKETBALL

*Ucla*<sup>®</sup>  
BEACH VOLLEYBALL

*Ucla*<sup>®</sup>  
CROSS COUNTRY

*Ucla*<sup>®</sup>  
FOOTBALL

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GOLF

*Ucla*<sup>®</sup>  
GYMNASTICS

*Ucla*<sup>®</sup>  
ROWING

*Ucla*<sup>®</sup>  
RUGBY

*Ucla*<sup>®</sup>  
SOCCER

*Ucla*<sup>®</sup>  
SOFTBALL

*Ucla*<sup>®</sup>  
SWIMMING & DIVING

*Ucla*<sup>®</sup>  
TENNIS

*Ucla*<sup>®</sup>  
TRACK & FIELD

*Ucla*<sup>®</sup>  
VOLLEYBALL

*Ucla*<sup>®</sup>  
WATER POLO

ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.





ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.



**UCLA**  
ATHLETICS

**UCLA**  
BASEBALL

**UCLA**  
BASKETBALL

**UCLA**  
BEACH VOLLEYBALL

**UCLA**  
CROSS COUNTRY

**UCLA**  
FOOTBALL

**UCLA**  
GOLF

**UCLA**  
GYMNASTICS

**UCLA**  
ROWING

**UCLA**  
RUGBY

**UCLA**  
SOCCER

**UCLA**  
SOFTBALL

**UCLA**  
SWIMMING & DIVING

**UCLA**  
TENNIS

**UCLA**  
TRACK & FIELD

**UCLA**  
VOLLEYBALL

**UCLA**  
WATER POLO

**UCLA**  
ATHLETICS

**UCLA**  
BASEBALL

**UCLA**  
BASKETBALL

**UCLA**  
BEACH VOLLEYBALL

**UCLA**  
CROSS COUNTRY

**UCLA**  
FOOTBALL

**UCLA**  
GOLF

**UCLA**  
GYMNASTICS

**UCLA**  
ROWING

**UCLA**  
RUGBY

**UCLA**  
SOCCER

**UCLA**  
SOFTBALL

**UCLA**  
SWIMMING & DIVING

**UCLA**  
TENNIS

**UCLA**  
TRACK & FIELD

**UCLA**  
VOLLEYBALL

**UCLA**  
WATER POLO

**UCLA**  
ATHLETICS

**UCLA**  
BASEBALL

**UCLA**  
BASKETBALL

**UCLA**  
BEACH VOLLEYBALL

**UCLA**  
CROSS COUNTRY

**UCLA**  
FOOTBALL

**UCLA**  
GOLF

**UCLA**  
GYMNASTICS

**UCLA**  
ROWING

**UCLA**  
RUGBY

**UCLA**  
SOCCER

**UCLA**  
SOFTBALL

**UCLA**  
SWIMMING & DIVING

**UCLA**  
TENNIS

**UCLA**  
TRACK & FIELD

**UCLA**  
VOLLEYBALL

**UCLA**  
WATER POLO

**SONS OF WESTWOOD // SPORT-SPECIFIC LOGOS WITH ALTERNATE PRIMARY LOGO: LIGHT GREY BACKGROUND**

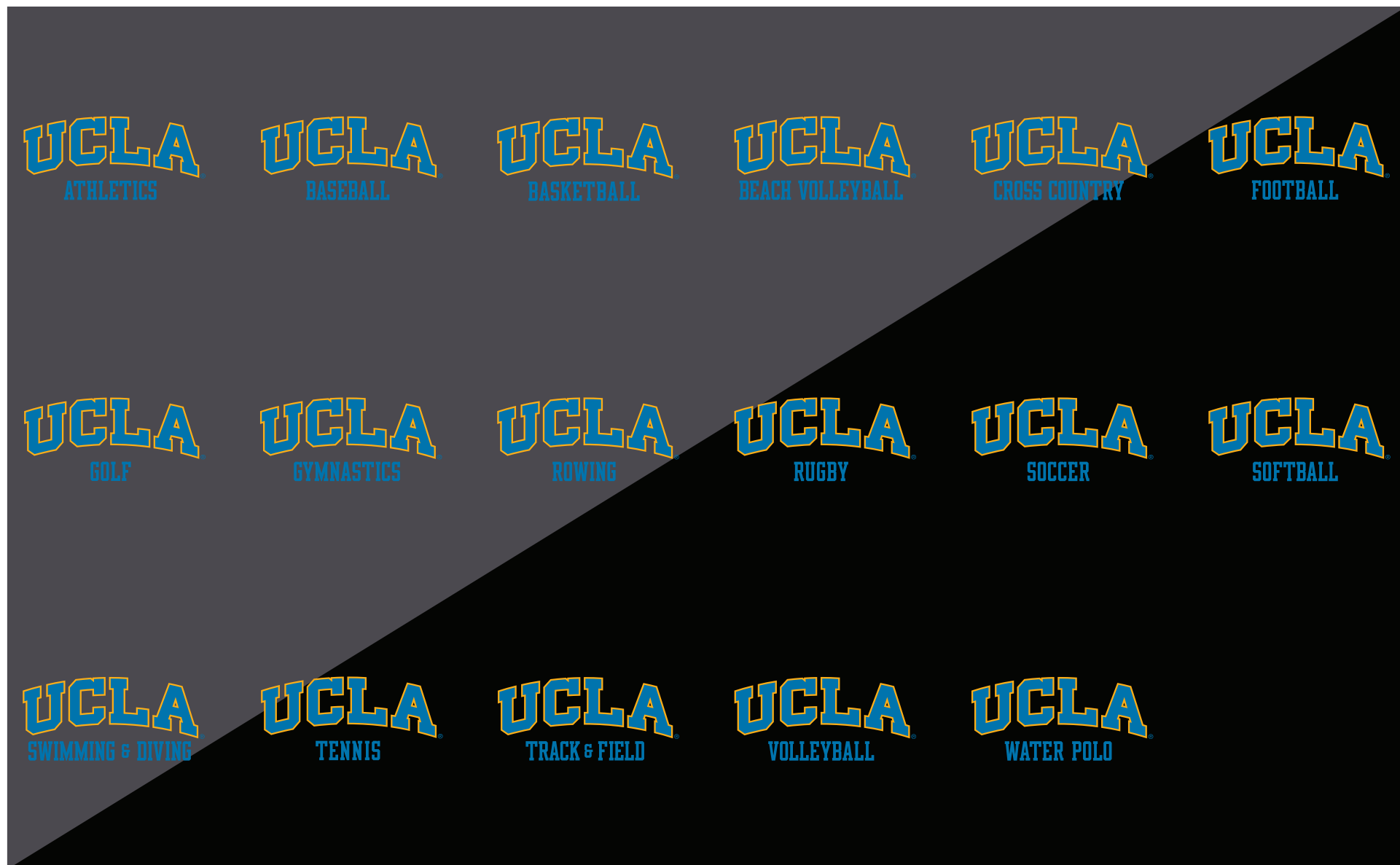


**ADDITIONAL NOTES**

Colorway applies to solid and heather backgrounds.



SONS OF WESTWOOD // SPORT-SPECIFIC LOGOS WITH ALTERNATE PRIMARY LOGO: DARK GREY & BLACK BACKGROUND



ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.



# SECTION FOUR //

## DEPARTMENT-SPECIFIC LOGOS





**Ucla**<sup>®</sup>  
ACADEMIC &  
STUDENT SERVICES

**Ucla**<sup>®</sup>  
ATHLETIC PERFORMANCE

**Ucla**<sup>®</sup>  
CAMPS

**Ucla**<sup>®</sup>  
COMMUNICATIONS

**Ucla**<sup>®</sup>  
COMPLIANCE

**Ucla**<sup>®</sup>  
EQUIPMENT

**Ucla**<sup>®</sup>  
GAME MANAGEMENT

**Ucla**<sup>®</sup>  
FACILITIES

**Ucla**<sup>®</sup>  
NUTRITION

**Ucla**<sup>®</sup>  
RECRUITING

**Ucla**<sup>®</sup>  
SPORTS MEDICINE

**Ucla**<sup>®</sup>  
VIDEO

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ACADEMIC &  
STUDENT SERVICES

*Ucla*  
ATHLETIC PERFORMANCE

*Ucla*  
CAMPS

*Ucla*  
COMMUNICATIONS

*Ucla*  
COMPLIANCE

*Ucla*  
EQUIPMENT

*Ucla*  
GAME MANAGEMENT

*Ucla*  
FACILITIES

*Ucla*  
NUTRITION

*Ucla*  
RECRUITING

*Ucla*  
SPORTS MEDICINE

*Ucla*  
VIDEO

## SONS OF WESTWOOD // DEPARTMENT - SPECIFIC LOGOS: LIGHT GREY BACKGROUND

**Ucla**<sup>®</sup>  
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STUDENT SERVICES

**Ucla**<sup>®</sup>  
ATHLETIC PERFORMANCE

**Ucla**<sup>®</sup>  
CAMPS

**Ucla**<sup>®</sup>  
COMMUNICATIONS

**Ucla**<sup>®</sup>  
COMPLIANCE

**Ucla**<sup>®</sup>  
EQUIPMENT

**Ucla**<sup>®</sup>  
GAME MANAGEMENT

**Ucla**<sup>®</sup>  
FACILITIES

**Ucla**<sup>®</sup>  
NUTRITION

**Ucla**<sup>®</sup>  
RECRUITING

**Ucla**<sup>®</sup>  
SPORTS MEDICINE

**Ucla**<sup>®</sup>  
VIDEO

### ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.



## SONS OF WESTWOOD // DEPARTMENT - SPECIFIC LOGOS: DARK GREY & BLACK BACKGROUND



### ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.



# SECTION FIVE //

## MISCELLANEOUS LOGOS

# SONS OF WESTWOOD // MISCELLANEOUS LOGOS: WHITE BACKGROUND



# SONS OF WESTWOOD // MISCELLANEOUS LOGOS: POWDERKEG BLUE BACKGROUND





# SONS OF WESTWOOD // MISCELLANEOUS LOGOS: WESTWOOD GOLD BACKGROUND



SONS OF WESTWOOD // MISCELLANEOUS LOGOS: LIGHT GREY BACKGROUND



ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.



**SONS OF WESTWOOD // MISCELLANEOUS LOGOS: DARK GREY & BLACK BACKGROUND**



**ADDITIONAL NOTES**

Colorway applies to solid and heather backgrounds.



## SONS OF WESTWOOD // MISCELLANEOUS LOGOS: BLACK ON WHITE BACKGROUND

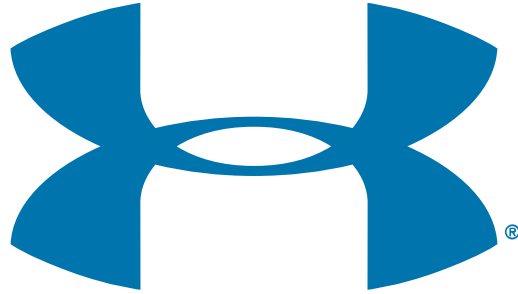


SONS OF WESTWOOD // MISCELLANEOUS LOGOS: WHITE ON BLACK BACKGROUND



# SECTION SIX //

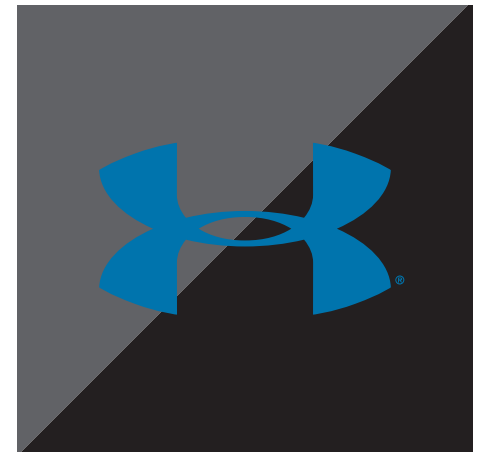
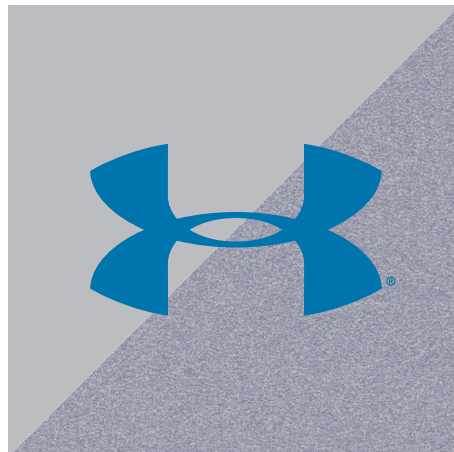
## UA CO-BRANDING



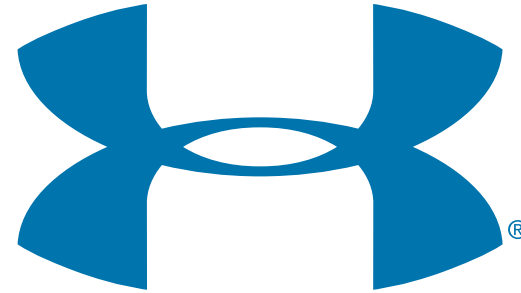
PRIMARY TEAM COLORS



NEUTRAL COLORS



Ucla<sup>®</sup>



PRIMARY TEAM COLORS



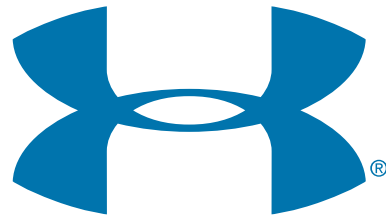
NEUTRAL COLORS





Ucla<sup>®</sup>

---



PRIMARY TEAM COLORS



NEUTRAL COLORS



# SECTION SEVEN //

## BLACK & WHITE STANDARDS

*Ucla*<sup>®</sup>

PRIMARY LOGO

**UCLA**

SCHOOL WORDMARK

**UCLA**

SCHOOL WORDMARK

**BRUINS**

SCHOOL WORDMARK:  
STRAIGHT

**BRUINS**

MASCOT WORDMARK:  
ARCHED

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
!@%&'[]?,-

STANDARD FONT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
!@#%&'[]?,-

CONDENSED FONT

PLAYERNAME  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
-'"@,^\_./

PLAYER NAME

0123456789

NUMBERS

**B**<sup>™</sup>

SECONDARY LOGO

**CHAMPIONS  
MADE HERE**

CHAMPIONS MADE HERE  
LOGO

CHAMPIONS MADE HERE.

SCHOOL MOTTO: STRAIGHT

**CHAMPIONS  
MADE HERE**

SCHOOL MOTTO: STACKED

*Ucla*<sup>®</sup>  
ATHLETICS

SPORT-SPECIFIC LOGOS,  
DEPARTMENT-SPECIFIC LOGOS

**UCLA**<sup>®</sup>  
ATHLETICS

SPORT-SPECIFIC LOGOS WITH  
ALTERNATE PRIMARY LOGO



UA LOGO

*Ucla* |

LOGO LOCKUP: HORIZONTAL

*Ucla*<sup>®</sup>

LOGO LOCKUP: VERTICAL

PRIMARY LOGO	SCHOOL WORDMARK	SCHOOL WORDMARK	SCHOOL WORDMARK: STRAIGHT	MASCOT WORDMARK: ARCHED	STANDARD FONT
CONDENSED FONT	PLAYER NAME	NUMBERS	SECONDARY LOGO	CHAMPIONS MADE HERE LOGO	SCHOOL MOTTO: STRAIGHT
SCHOOL MOTTO: STACKED	SPORT-SPECIFIC LOGOS, DEPARTMENT-SPECIFIC LOGOS	SPORT-SPECIFIC LOGOS WITH ALTERNATE PRIMARY LOGO	UA LOGO	LOGO LOCKUP: HORIZONTAL	LOGO LOCKUP: VERTICAL

# SECTION EIGHT //

## BRAND RESTRICTIONS

## SONS OF WESTWOOD // PRIMARY LOGO RESTRICTIONS



DO NOT DISTORT THE LOGO.



DO NOT STRETCH THE LOGO.



DO NOT RECOLOR THE LOGO IN ANY NON-APPROVED COLORWAY.



DO NOT PLACE TEXT IN FRONT OF THE LOGO.



DO NOT ROTATE THE LOGO THE LOGO COUNTER CLOCKWISE. 90° CLOCKWISE IS PERMITTED IN VERTICAL CONTEXT.



DO NOT USE A DIFFERENT COLOR BACKGROUND IN ANY NON-APPROVED COLORWAY.



DO NOT FADE THE LOGO IN ANY NON-APPROVED WAY.



DO NOT ALTER ANY STROKES OR ELIMINATE ONE STROKE.



DO NOT HAVE UCLA BLOCK LETTERING WITH OR INSTEAD OF THE LOGO.

## SONS OF WESTWOOD // SCHOOL WORDMARK RESTRICTIONS



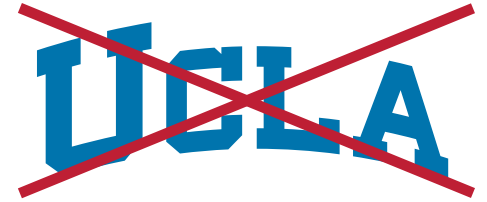
DO NOT MAKE THE TYPE WEIGHT THINNER.



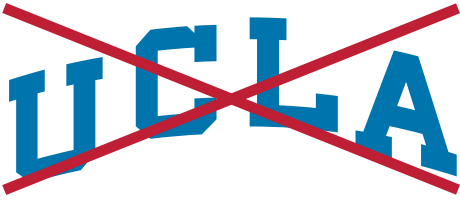
DO NOT MAKE THE TYPE WEIGHT THICKER.



DO NOT STRETCH THE WORDMARK.



DO NOT USE SMALL CAPS WITH LARGE CAPS.



DO NOT SET THE LETTER SPACING TOO WIDE.



DO NOT SET THE LETTER SPACING TOO SHORT.



DO NOT SET THE WORDMARK IN A STRAIGHT FORM.



DO NOT USE A GRADIENT FILL FOR THE WORDMARK.

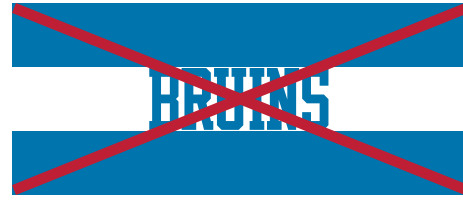


DO NOT SET THE WORDMARK IN A DIFFERENT ARCH FORM.



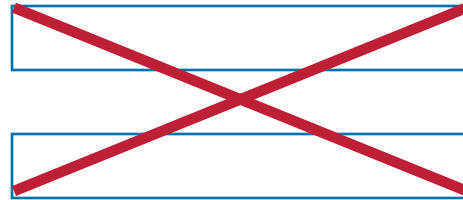
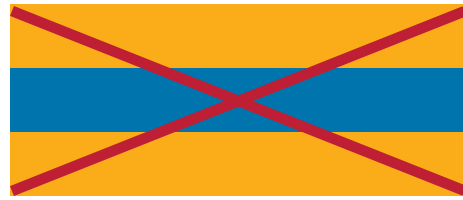
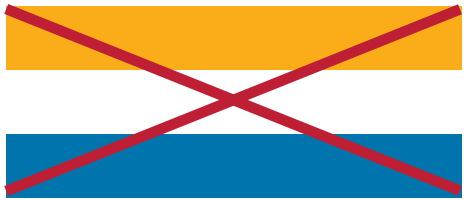
DO NOT CHANGE THE VERTICAL SCALE OF THE INTERNAL CHARACTERS.

# SONS OF WESTWOOD // STRIPE RESTRICTIONS



DO NOT HAVE THE STRIPES TOUCH ANY WORDMARK OR LOGOS.

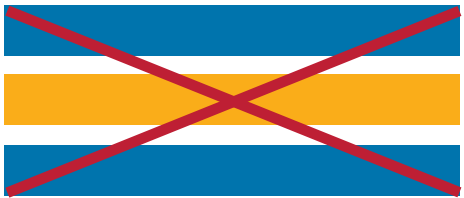
DO NOT HAVE ANY TEXT OVERLAP OR APPEAR INSIDE ONE OF THE STRIPE BLOCKS.



DO NOT RECOLOR THE STRIPES IN A NON-APPROVED WAY.

DO NOT USE A OUTLINE FORM AS A DIFFERENT VARIATION OF THE STRIPES .

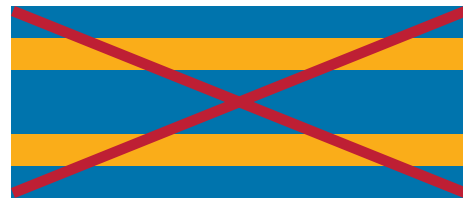
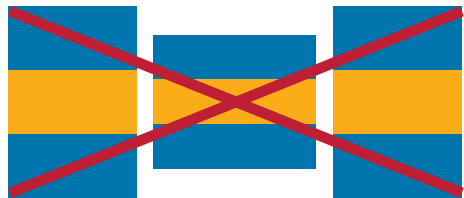
DO NOT OVERLAP A LOGO OR WORDMARK WITHOUT A PROPER BREAK.



DO NOT SET PARTS OF THE STRIPE APART FROM ANOTHER.

DO NOT HAVE HAVE ANY PART OF THE STRIPE BE SCALED DIFFERENT IN RELATION TO OTHER PARTS OF THE STRIPE.

DO NOT HAVE HAVE ANY PART OF THE STRIPE CUT OFF AT DIFFRENT INTERVALS.



DO NOT HAVE A STRIPE WITHIN A STRIPE.

DO NOT HAVE STRIPES TOUCH OTHER STRIPES.

DO NOT CREATE AN ADDITIONAL PART ON THE STRIPE.



