



CALIFORNIA FOR ALL

BRAND GUIDE



A photograph of a classroom scene. A male teacher in a dark suit is seated on the right, facing a group of students. The students are seated at desks, some wearing blue t-shirts with a logo. The classroom has whiteboards and posters on the walls. A large circular graphic with a blue and white border is overlaid on the image. The word "JUSTICE" is written in large orange letters across the top, "AFFORDABILITY" in large white letters across the middle, and "GOOD GOVERNMENT" in large blue letters across the bottom.

**JUSTICE**

**AFFORDABILITY**

**GOOD GOVERNMENT**

# MISSION STATEMENT

We believe in an inclusive and just California to ensure the promise of the **California Dream** is possible for **everyone**.

The people of California are our greatest resource.

Our state succeeds because of its diversity.

When every Californian has the opportunity to participate in our democracy, we are stronger.



# BACKGROUND

California For All is empowering, inclusive and forward-looking. It reflects the diversity of our state – from veterans to mixed status families, the artists and teachers, the disconnected and disenfranchised, the locally-owned businesses and our vibrant cultural neighborhoods. It reminds us of the values of service, compassion and courage. It educates Californians about priority issues and civic engagement. It weaves together the stories of all these different voices, partners and communities into a collective vision as one state where everyone has access to the programs and resources they need to thrive.

California for All is the overarching message that encompasses key issues important to achieving the Californian the Dream.





# GOALS

- To drive broad awareness through a cohesive narrative about building a more inclusive and just California.
- To amplify key issues that impact the health and wellbeing of Californians.
- To lift up stories of Californians that shine a light on our diversity.
- By leading with values and solutions, Californians will see themselves in it.

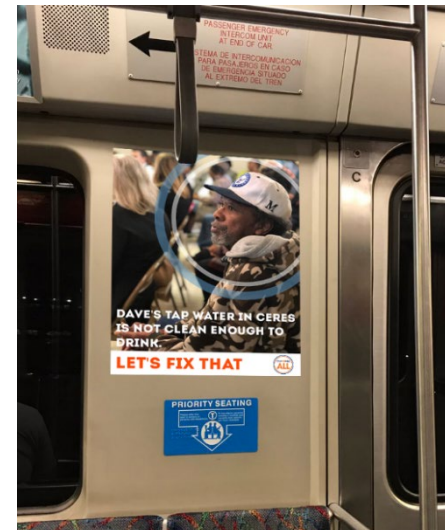
# BRAND LOGO

**The logo defines the brand's inclusive, bold and vibrant nature.**

The logo should be used on key statewide initiatives. Logo should appear on all branded material, such as website and collateral. Digital graphics should include this mark where appropriate.



# LOGO APPLICATION EXAMPLES



# BRAND ACCENTS

The concentric rings surrounding the California for All logo embody the interconnection between **every Californian**. The rings are a key part of the California for All brand and can and should be used throughout graphics to tie assets back to the logo.





# BRAND ACCENT EXAMPLES



**California for All** employs three separate brand typefaces for all materials. Using these three typefaces will help to ensure that all of our visual communications are consistent and engaging. By incorporating the different weights and treatments, we can achieve a wide range of effects while maintaining consistency across various communication and identity materials.

Century Gothic

Neutraface 2

**INTO**



# COLOR

## PRIMARY



**Golden Gate**

HEX: #F58220  
CMYK: 0-60-100-0  
RGB: 245-130-32

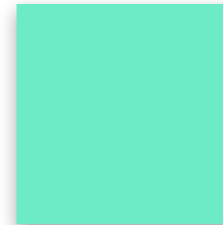
## SECONDARY



**Shasta Blue**

HEX: #009ED3  
CMYK: 83-21-0-17  
RGB: 0-158-211

## TERTIARY



**Valley Mint**

HEX: #6CEBC5  
CMYK: 50-0-15-8  
RGB: 108-235-197



**Tahoe Blue**

HEX: #20367C  
CMYK: 100-90-11-15  
RGB: 32-54-124



**Pacific Blue**

HEX: #005B9D  
CMYK: 100-70-11-0  
RGB: 0-91-157



**Humboldt  
Emerald**

HEX: #53896B  
CMYK: 21-0-12-46  
RGB: 83-137-107



# PHOTOGRAPHY

**The people of California should always be the main subject of a photo.** Photos should represent candid moments with real interactions and organic movements. Avoid overly staged photography. All photos should represent California's diversity.



# PHOTOGRAPHY EXAMPLES



# #CaliforniaForAll

**#CaliforniaForAll is the brand's core hashtag.** The hashtag should be included in all digital graphics, as well as print assets where appropriate. The hashtag should never be abbreviated as #CAforAll.





