California Rice

It's in our Nature

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Our Brand WHO WE ARE

WE ARE CALIFORNIA RICE, a cornerstone of our farming heritage and a new hero in California agriculture. Dedicated to conserving and enhancing our natural ecosystem through innovative farming practices, we provide essential habitats for wildlife, promote environmental stewardship, and support our communities in the heart of California. Biodiversity and ecological balance is in our nature—ensuring there's more to life with California Rice for everyone and that it remains a vital part of our state's prosperity and environmental health.

This brand guide establishes and explains how the California Rice brand should be understood and communicated across all platforms.

Purpose WHY WE EXIST

To conserve and enhance our natural ecosystem through the cultivation of rice, benefiting California's environment, wildlife, communities, well-being and agricultural vibrancy.

Position WHAT MAKES US UNIQUE

California Rice connects rice to California and California to rice—providing a comprehensive environmental solution that integrates land use, water, fisheries, waterfowl, and community.

This economically efficient approach, unique to the heart of California, contributes to ecosystem stewardship while fostering pride in a distinctly Californian achievement.

Voice

The brand voice encompasses the tone and style we use when talking to our audience.

While our brand is knowledgeable and experienced in environmental matters, our voice is **approachable.** We use language that informs without overwhelming or sounding overly technical.

Our brand voice **communicates empathy for the environment and the communities we serve.** It's warm and thoughtful, showing a real commitment to wildlife conservation and sustainability.

Our New Logo

The logo reflects California Rice's connection to both nature and the region. The egret and fish represent the nearly 230 species that thrive in the rice fields, while the Sutter Buttes symbolize the area's rural culture and agricultural economy. The blue waves represent both flooded rice fields and the historical floodplains they replaced. Encircling the scene, a rice plant forms a protective ring, crowned with rice kernels. This emblem embodies wildlife conservation and economic growth.

The corporate signature, a blend of symbol and logotype, should always be used in its precise size and relationship, with the preferred presentation in full color on white.

Brand Elements

The California Rice logo consists of two key elements: the logo mark and the logo type. Together, they create the full signature.

LOGO MARK

The logo mark can be used independently on materials, as long as the complete signature appears elsewhere to represent the company.

LOGO TYPE

The logo type combines the organization's name with its tagline. While the logo type can be used on its own, it should not replace the full signature.

California Rice
It's in our Nature

Main organization name

Tagline
Suggests an inherent commitment to natural practices and environmental care

Logo Variations **FULL-COLOR**

The following pages show acceptable variations of the logo for use in many applications. Here, the **full-color logo** is presented in both vertical and horizontal formats on a white background.

When using the **vertical version** of the logo, try to center it in the layout.

The California Rice logo packet contains all formats needed for both print and digital applications. It is available here:

tinyurl.com/muza5p2b

Logo Variations ONE-COLOR

Here, the **one-color logo** is shown in both vertical and horizontal formats on a white background. When printing in a single Pantone ink, Pantone 294 should be used.

This version of the logo should only be used when there are technical limitations to using the full-color logo. Ideally, the full-color version of the logo is used. See page 15 for more details on color.

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tinyurl.com/muza5p2b

VERTICAL

California Rice

It's in our Nature

HORIZONTAL

California Rice

It's in our Nature

Logo Variations

FULL-COLOR REVERSE

Here, the **full-color reversed logo** is shown in both vertical and horizontal formats on a Twilight Blue background color. This version of the logo should only be used on Twilight Blue or Valley Green backgrounds. See page 15 for more details on color.

The California Rice logo packet contains all formats needed for both print and digital applications. It is available here:

tinyurl.com/muza5p2b

VERTICAL

California Rice

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HORIZONTAL

California Rice

It's in our Nature

Logo Variations

ONE-COLOR REVERSE

Here, the **one-color reversed logo** is shown in both vertical and horizontal formats on a Twilight Blue background color. This version of the logo should only be used when there are technical limitations to using the full-color reversed logo. Ideally, the full-color reversed version of the logo is used.

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California Rice
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Clear Space

Clear space is the specific amount of space that our logo must have on all sides in all applications. Clear space ensures that the California Rice logo has maximum visibility and impact.

In the vertical logo, we define our minimum clear space as the measurement from the top of the "C" in "California" to the top of the "I" in "It's." When using the vertical version of the logo, try to center it in the layout.

In the horizontal logo, we define our minimum clear space as the height of the "i" in "Rice."

We recommend that you exceed these spacing requirements and leave as much space as possible around the signature or symbol.

Improper Logo Usage

The examples on this page show **common mistakes to avoid** when using the California Rice logo.

Don't stretch or distort the logo.

Don't change the colors of the logo.

Don't apply effects such as drop shadows to the logo.

Don't rotate the logo.

Don't use low-resolution versions of the logo.

Don't outline the logo.

Color Palette

Field Green
Pantone 364C
C 51, M 0, Y 100, K 40
R 87, G 133, B 40
578427

Wetland Blue
Pantone 294C
C 100, M 72, Y 0, K 32
R 0, G 62, B 126
003d7d

Buttes Blue
Pantone 2151C
C 81, M 36, Y 0, K 23
R 9, G 111, B 165
086fa5

Harvest Gold
Pantone 1245C
C 0, M 30, Y 100, K 15
R 219, G 161, B 17
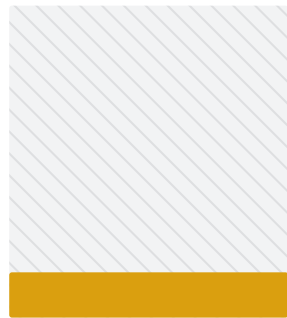# daa011

COLOR USAGE

Field Green   Wetland Blue   Buttes Blue   Harvest Gold

Note: The height of these color swatches in relation to each other offers a rough indication of how much each color should be used throughout the brand.

ACCENT COLORS

Sky Blue
C 55, M 7, Y 0, K 0
R 99, G 191, B 236
62beec

Aerial Green
C 40, M 0, Y 100, K 0
R 166, G 206, B 57
a6ce38

Marigold Yellow
C 0, M 22, Y 82, K 0
R 255, G 200, B 73
ffc848

Basin Blue
C 57, M 16, Y 0, K 10
R 92, G 161, B 206
5ba1ce

TINT COLORS
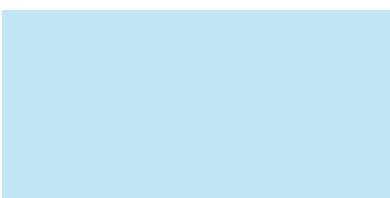
Shimmer Blue
C 22, M 2, Y 0, K 0
R 194, G 227, B 247
c1e2f7
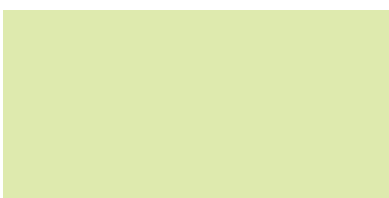
Meadow Green
C 14, M 0, Y 40, K 0
R 222, G 234, B 174
deeaad

Mill Yellow
C 0, M 5, Y 33, K 0
R 255, G 238, B 183
ffedb6

BACKGROUND COLORS

Twilight Blue
Pantone 295C
C 100, M 72, Y 0, K 52
R 0, G 44, B 99
002b62

Valley Green
Pantone 2266C
C 70, M 0, Y 100, K 72
R 5, G 78, B 20
054e13

Typography

Consistency in font usage is important to enhance brand recognition. Use Calluna for headlines and intro text, and Gotham Narrow or Gotham for body text.

For variety, Gotham and Gotham Narrow can also be used for headlines. Gotham is typically used for subheadings and smaller text.

Gotham and Calluna font families are available through Creative Cloud's Adobe Fonts, or for purchase at **myfonts.com.**

See the next page for an example of "Typography in Use."

HEADLINE/INTRO TEXT

Calluna

Light
Light Italic

Regular
Regular Italic

Semi-bold
Semi-bold Italic

Bold
Bold Italic

TEXT

Gotham Narrow

Light
Light Italic

Book
Book Italic

Medium
Medium Italic

Bold
Bold Italic

EYEBROW/SUBHEADS/TEXT

Gotham

Light
Light Italic

Book
Book Italic

Medium
Medium Italic

Bold
Bold Italic

Typography in Use

PRIMARY ICON

EYEBROW

WILDLIFE CONSERVATION

TITLE

Expanded Focus

INTRO TEXT

CRC continued working with partners to implement important conservation programs in rice and wetlands that support our Rice Footprint Initiative and rice's unique contributions to wildlife conservation.

SUBHEAD

Accessing Grant Funds to Support Wildlife Programs

TEXT

CRC successfully hired a new Grants Manager in March 2024. Much of her initial effort has been to work closely with the CRC team to improve and build new internal grant management systems so staff can manage grants more effectively and efficiently and enable program managers to spend more time working with our technical partners to deliver our conservation programs in the field.

SECONDARY ICON

230 species
Sustained year-round in rice fields

QUOTE

" We should all be concerned about sustainable agriculture and wildlife habitat because that's an indication of a healthy ecosystem, which benefits all of us.

ATTRIBUTION

Virginia Getz
Director of Conservation Programs,
Ducks Unlimited Western Region

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Secondary Typography SYSTEM FONTS

Georgia and Avenir are widely available system fonts that can be used in administrative applications such as Microsoft Word,® PowerPoint® and Excel.® They should be used when Calluna and Gotham are unavailable.

The PowerPoint template is available here:

tinyurl.com/muza5p2b

HEADLINE

Georgia

Regular
Italic

Bold
Bold Italic

EYEBROW/SUBHEAD/TEXT

Avenir

Light
Light Oblique

Book
Book Oblique

Roman
Oblique

Medium
Medium Oblique

Heavy
Heavy Oblique
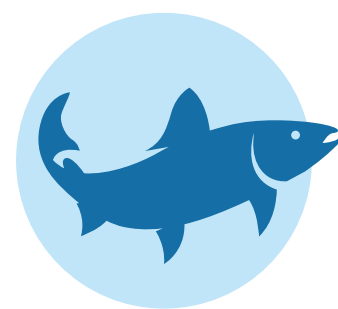
Icons

The primary branded icons feature darker colors set against their corresponding tints (specified below). One distinctive element of the silhouetted icon extends beyond the circle, adding dynamic movement and enhancing the overall cohesion of the brand. See page 17, *Typography in Use*, for an example of a primary icon in use.

Shorebirds

Fish

Waterfowl

Reptiles

PRIMARY ICON COLOR PAIRINGS

Buttes Blue

Shimmer Blue

Field Green

Meadow Green

Harvest Gold

Mill Yellow
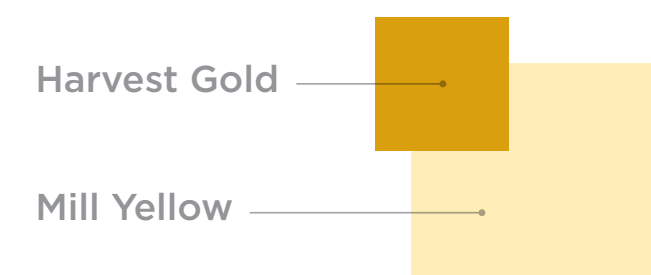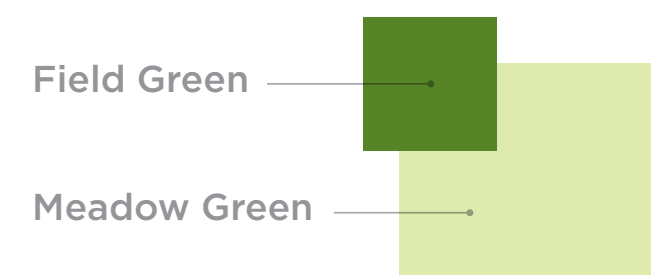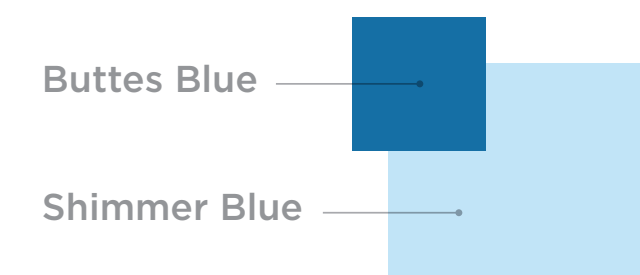
SECONDARY ICON STYLING

Secondary icons are simpler than primary icons and are designed for use at smaller sizes. The icon illustrations are white, reversed out of the colors specified below, ensuring clarity and visual consistency at reduced scales. See page 17, *Typography in Use,* for an example of a secondary icon in use.

SECONDARY ICON COLORS

Wetland Blue

Field Green

Valley Green

19
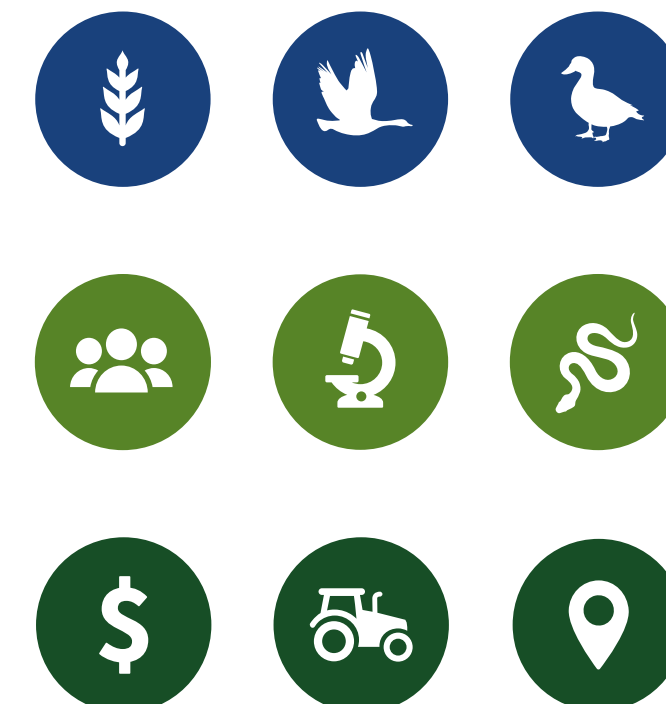
Photography LANDSCAPE

Landscape photography highlights California Rice's connection to the land. Used as full-color imagery or as design backgrounds with Valley Green or Twilight Blue overlays (as shown on page 25), it reinforces brand consistency.

Photography **RICE CROP**

Rice crop photography highlights the farmers and the harvesting process.
By showcasing the dedication of those who grow the rice, these images create a
personal connection with the audience, fostering an appreciation for the product.

Photography WILDLIFE

Wildlife photography showcases the rice fields as a vital habitat for nearly 230 species. These images capture the unique relationship between the land and its wildlife, highlighting the critical role rice farming plays in preserving these habitats.

Photography CULINARY

Culinary photography plays a key role in showcasing how California Rice provides high-quality sushi rice to chefs across America. These images capture the artistry and skill of chefs using California Rice in their dishes, highlighting the brand's commitment to delivering premium ingredients.

Photography SOFT FOCUS

Soft focus photography is used alongside other imagery as a backdrop, allowing reversed text to stand out clearly. This approach adds an artistic, natural feel while enhancing the brand's depth and visual appeal.
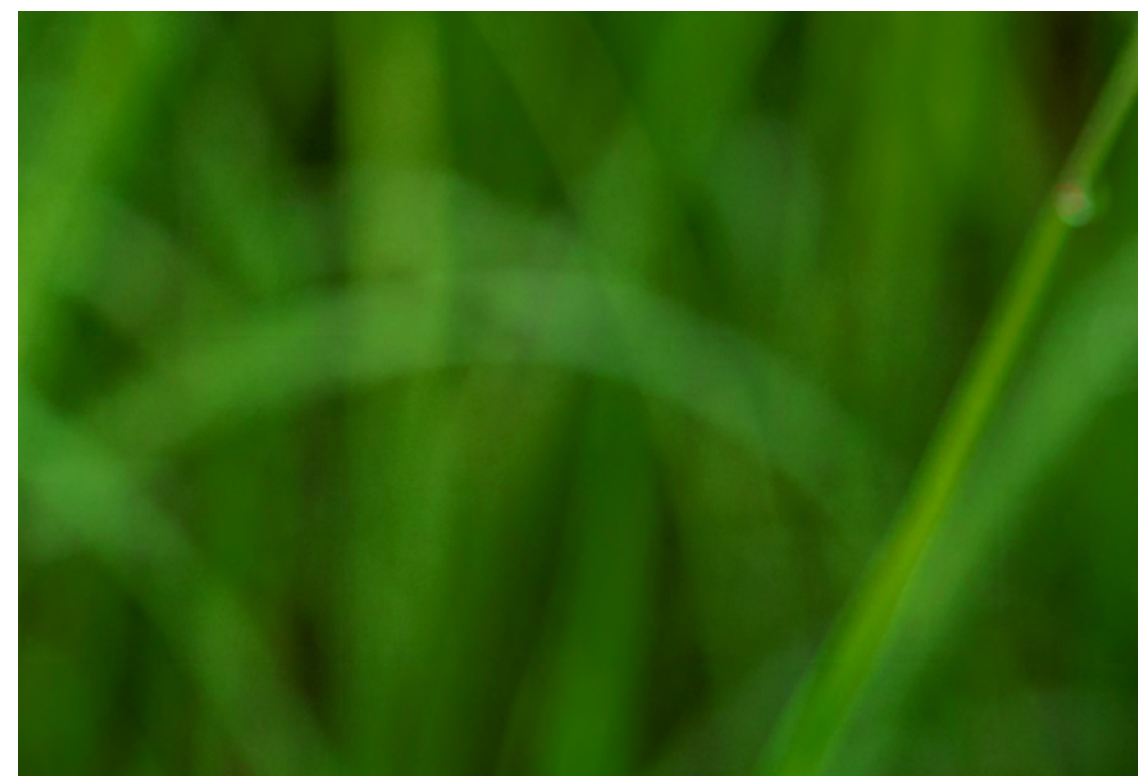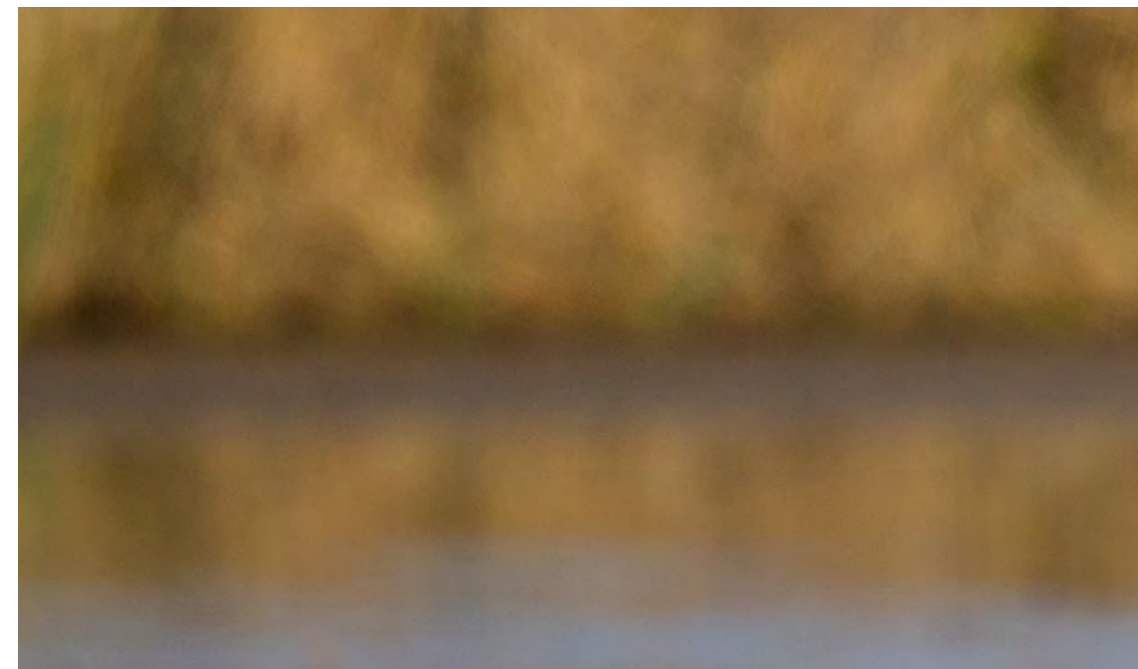
Photography Treatments USING BLACK AND WHITE IMAGES

The California Rice Brand uses a background treatment with a grayscale image against a Twilight Blue background as shown below. This treatment should be used when a subtle background texture is the desired outcome, allowing the type to be easily read and remain the primary focus. To achieve this effect, create a Twilight Blue box at the desired size. Convert a color image to grayscale and place it over the Twilight Blue background, setting the blending mode to Overlay at 30% opacity.

TWILIGHT BLUE OVERLAY

ON TOP
Grayscale image
Blending Mode: Overlay
Opacity: 30%

BELOW
Twilight Blue

Treatment in Use

" There are very few other things on earth that can do what rice does.

Christopher Barnum-Dann
Restaurateur & Executive Chef

This treatment is specifically designed for use with Twilight Blue as the background color only. Do not apply this same treatment with other colors from the palette.

Photography Treatments USING FULL-COLOR IMAGES

VALLEY GREEN GRADIENT OVERLAY

The Valley Green Gradient Overlay can be used to darken full-color landscape photography, ensuring any text placed on it remains legible. To highlight a specific element, such as the egret in this example, apply a Photoshop mask to that element and position it above all other layers.

Note: Do not use this overlay over water or sky photography.

ON TOP
Gradient: Valley Green→None
Blending Mode: Multiply
Opacity: 80%

BELOW
Full-color Image

TWILIGHT BLUE GRADIENT OVERLAY

The Twilight Blue Gradient Overlay can be used to darken full-color landscape photography, ensuring any text placed on it remains legible.

Note: Avoid letting this overlay affect the sky area of the photo.

ON TOP
Gradient: Twilight Blue→None
Blending Mode: Multiply
Opacity: 65%

BELOW
Full-color Image

GREEN GRADIENT TEXTURE OVERLAY

The Green Gradient Texture Overlay can be used for backgrounds or footers, ensuring clear, readable typography while adding visual interest to enhance the California Rice brand.

ON TOP
Full-color Image
Blending Mode: Multiply
Opacity: 85%

BELOW
Gradient:
Valley Green→Field Green

BLUE GRADIENT TEXTURE OVERLAY

The Blue Gradient Texture Overlay can be used for backgrounds or footers, ensuring clear, readable typography while adding visual interest to enhance the California Rice brand.

ON TOP
Full-color Image
Blending Mode: Overlay
Opacity: 55%

BELOW
Gradient:
Twilight Blue→Wetland Blue

For Use on Merchandise

When reproducing the California Rice logo on apparel such as hats, shirts, or t-shirts, vendors often require Pantone colors. The selected Pantone colors are listed here.

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tinyurl.com/muza5p2b

Pantone 1245C
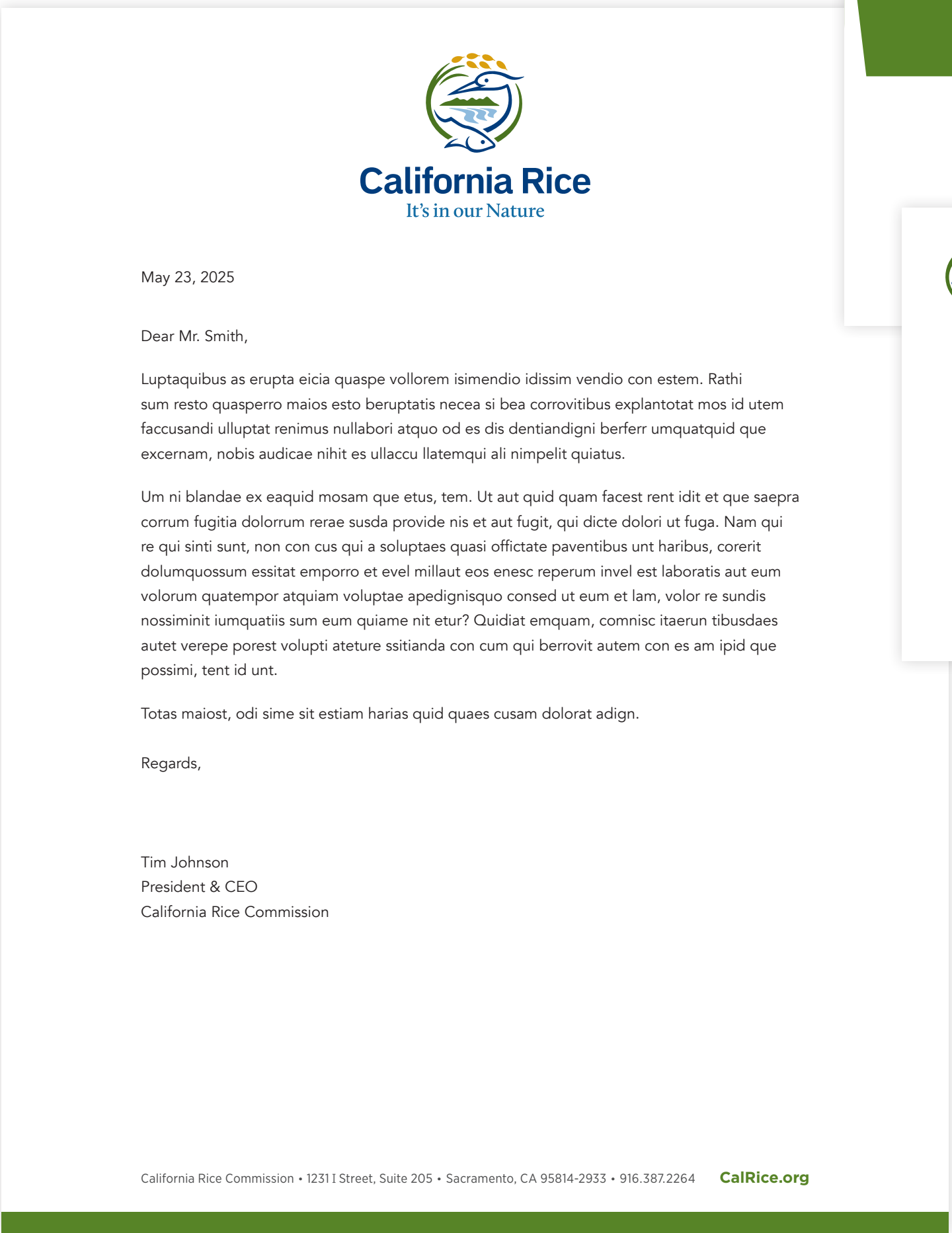
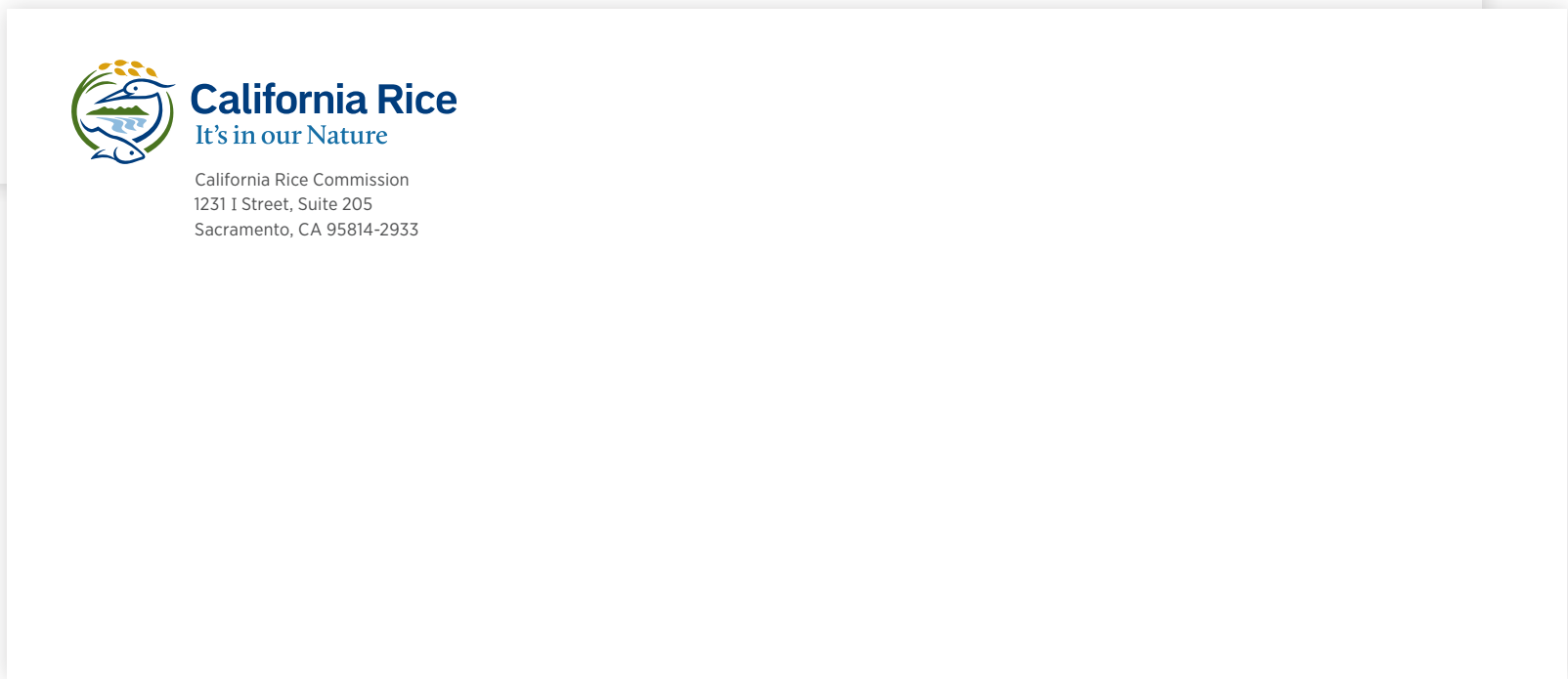Pantone 364C

Pantone 2141C

Pantone 294C

Pantone 2151C

California Rice

It's in our Nature

Pantone 1245C

Pantone 294C

Pantone 2151C

Pantone 364C

Pantone 2141C

California Rice
It's in our Nature

Business System

Tim Johnson
President & CEO
California Rice Commission

P 916.387.2264 ext 12
C 916.704.6556
tjohnson@calrice.org

CalRice.org

𝕏 **@timflyfisher**

𝕏 @RiceNews
⊙ /CaliforniaRice
ⓕ /CaliforniaRice

California Rice Commission
1231 I Street, Suite 205
Sacramento, CA 95814-2933

Business Card

For digital use in Microsoft Word, the letterhead template is available here:

tinyurl.com/muza5p2b

California Rice
It's in our Nature

May 23, 2025

Dear Mr. Smith,

Luptaquibus as erupta eicia quaspe vollorem isimendio idissim vendio con estem. Rathi sum resto quasperro maios esto beruptatis necea si bea corrovitibus explantotat mos id utem faccusandi ulluptat renimus nullabori atquo od es dis dentiandigni berferr umquatquid que excernam, nobis audicae nihit es ullaccu llatemqui ali nimpelit quiatus.

Um ni blandae ex eaquid mosam que etus, tem. Ut aut quid quam facest rent idit et que saepra corrum fugitia dolorrum rerae susda provide nis et aut fugit, qui dicte dolori ut fuga. Nam qui re qui sinti sunt, non con cus qui a soluptaes quasi offictate paventibus unt haribus, corerit dolumquossum essitat emporro et evel millaut eos enesc reperum invel est laboratis aut eum volorum quatempor atquiam voluptae apedignisquo consed ut eum et lam, volor re sundis nossiminit iumquatiis sum eum quiame nit etur? Quidiat emquam, comnisc itaerun tibusdaes autet verepe porest volupti ateture ssitianda con cum qui berrovit autem con es am ipid que possimi, tent id unt.

Totas maiost, odi sime sit estiam harias quid quaes cusam dolorat adign.

Regards,

Tim Johnson
President & CEO
California Rice Commission

California Rice Commission • 1231 I Street, Suite 205 • Sacramento, CA 95814-2933 • 916.387.2264   **CalRice.org**

Letterhead

California Rice
It's in our Nature

CalRice.org

California Rice
It's in our Nature

California Rice Commission
1231 I Street, Suite 205
Sacramento, CA 95814-2933

Envelope

Tim Johnson
President & CEO
California Rice Commission

☎ (916) 387-2264 | (916) 704-6556
✉ tjohnson@calrice.org
CalRice.org

ⓕ 𝕏 ⊙

Suggested Email Signature

Note: Shown here is our suggestion for the California Rice email signature. It will need to be coded internally by your IT department, and inserted as a signature option in Microsoft Outlook or similar email software.

California Rice

It's in our Nature

CalRice.org