



STATE OF CALIFORNIA
SAN JOAQUIN RIVER
CONSERVANCY

NOTES: *This logo incorporates the new feather placement and angle, with the conservancy in the lighter blue.*



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NOTES: *The bird icon is in between the larger original and smaller requested size, with the conservancy in the lighter blue.*



NOTES: *The preferred text layout with a primarily white badge, shown here on light blue.*



NOTES: *This is the original Comp 2, there was interest in keeping this as is for certain uses. Shown here on the brand dark blue.*



NOTES: Another version of Comp 2, with a dark circle for contrast, will work well on a light blue shirt.