



STATE OF CALIFORNIA  
**SAN JOAQUIN RIVER**  
**CONSERVANCY**

SAN JOAQUIN RIVER CONSERVANCY

# BRAND GUIDELINES

UPDATED 03/12/2024

LOGO

PRIMARY LOGO LOCK-UP

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STATE OF CALIFORNIA  
**SAN JOAQUIN RIVER**  
**CONSERVANCY**

SHOULD BE USED WHENEVER POSSIBLE

LOGO

# SECONDARY LOGOS

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HORIZONTAL LOGO



ONE-COLOR LOGO



REVERSED LOGO  
*For Dark Backgrounds*



BADGE LOGO  
*For Marketing, Outreach, and Communications Uses*



BADGE LOGO  
*For Employees Only*

Aa

## GIBSON SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Aa

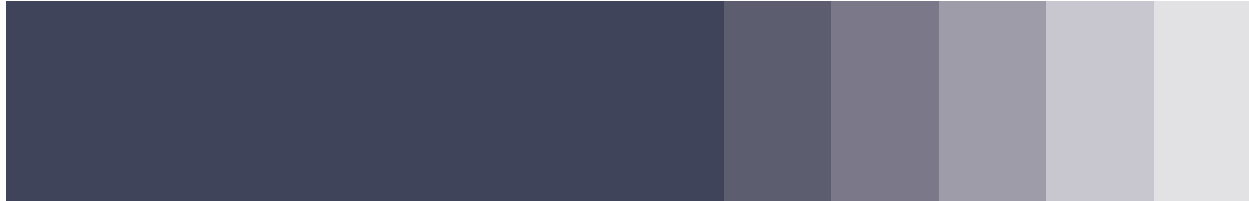
## JOSEFIN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# COLOR PALETTE

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## DEEP BLUE



**CMYK** 78 / 70 / 44 / 30  
**PANTONE** 5265 C

**RGB** 65 / 69 / 91  
**HEX** #41455b

## MEDIUM BLUE



**CMYK** 60 / 30 / 26 / 0  
**PANTONE** 5425 C

**RGB** 111 / 153 / 172  
**HEX** #6f99ac

## LIGHT BLUE



**CMYK** 42 / 16 / 19 / 0  
**PANTONE** 5503 C

**RGB** 149 / 185 / 195  
**HEX** #95b9c3

BRAND ASSETS

LOGO IN USE



# LOGO IN USE

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