

MADE IN CALIFORNIA BRAND GUIDELINES 2026

1. Authorized Use of Logo

Authorized licensees may use one or both of the official Made in California logos below:



The logo shall not be recreated, redrawn, altered, or modified in any manner.

2. Clear Space Requirements

When displaying the logo, licensees shall maintain minimum clear space around all sides of the mark to preserve visibility and legibility. The required clear space shall be equal to two (2) times the height and width of the letter “C” in the logo, measured proportionally to the size at which the logo is displayed, as presented below:

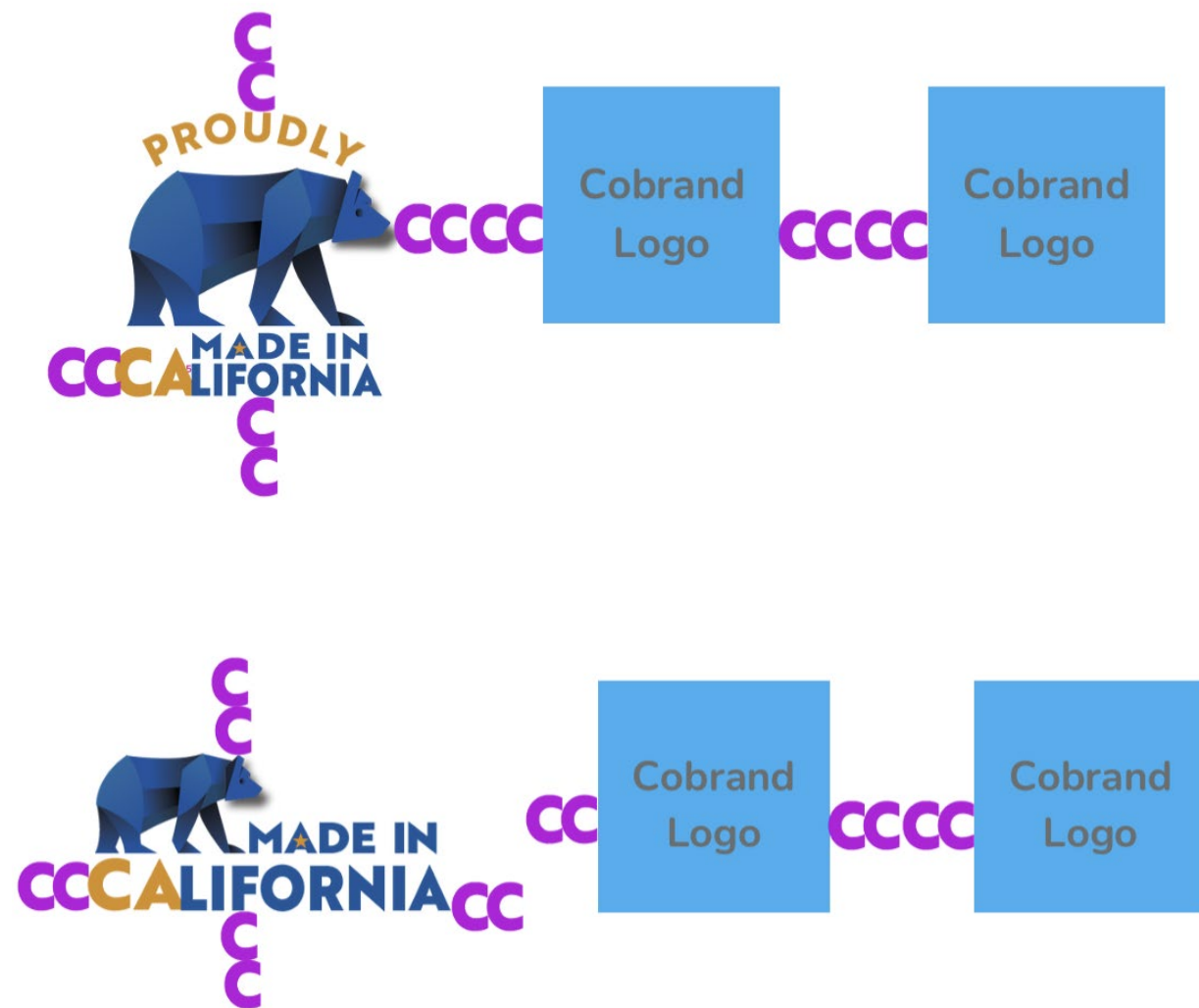


No text, imagery, borders, or other graphic elements may encroach upon this required clear space.

3. Co-Branding and Transferability

The Made in California logo may appear alongside a licensee's own branding; however, use of the logo is limited to the approved licensee and is not transferable. The logo shall not be sublicensed, assigned, or otherwise used by any third party.

When displaying the logo alongside a licensee's own branding, licensees shall maintain minimum clear space around all sides of the mark to preserve visibility and legibility. The required clear space shall be equal to two (2) times the height and width of the letter "C" in the logo, measured proportionally to the size at which the logo is displayed, as presented below:



4. Typography and Color Specifications

The logo shall be used exactly as provided by GO-Biz. Licensees shall not alter typography, adjust proportions or spacing, substitute fonts, modify design elements, or change the approved color palette, including for monochrome applications. Only the officially approved color specifications provided by GO-Biz may be used. The officially approved color specifications are as follows:

The Palette

Primary PMS - Coated: 534 C CMYK: 70%, 38%, 0%, 59% RGB: 32, 65, 105 HEX: #204169	PMS - Coated: 5425 C CMYK: RGB: 118, 142, 164 HEX: #DA8F28
PMS - Coated: 3015 C CMYK: 89%, 38%, 0%, 38% RGB: 17, 98, 159 HEX: #11629f	PMS - Coated: 5425 C CMYK: 28%, 13%, 0%, 36% RGB: 118, 142, 164 HEX: #768EA4
White HEX: #ffffff	Black HEX: #1f293a

Note that there are two different sets of approved color specifications: one for a color palette and one for a monochrome palette. The "White" and "Black" color specifications are for a monochrome palette, and that the remaining four color specifications are for a color palette.

5. Prohibited Uses

The logo shall not be distorted, stretched, compressed, rotated, recolored outside of the approved palette, or placed on backgrounds that impair legibility. The logo shall not be used in a manner that is misleading, deceptive, or that suggests endorsement beyond the scope of the applicable License Agreement.