

California Prunes

STYLE GUIDE | APPLYING THE NEW BRAND

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How to Use the Style Guide

THE CALIFORNIA PRUNES STYLE GUIDE SHOULD MAKE YOUR LIFE EASIER, NOT HARDER.

The intent is to give you guidelines that will help unify and reinforce the industry brand overall, but also increase efficiency and effectiveness. It has been developed to help you avoid reinventing the wheel every time you produce a piece of marketing content and to minimize the time you spend chasing after answers whenever you wonder, for example, “Is it okay to use the logo like this?”

The intent, by the way, is **not** to tell individual commercial California Prunes marketers how to do their job. Rest assured we know that you know your brand better than anyone else and how you go to market is your business. The new California Prunes brand is intended to be an asset that helps make your brand even more effective and sell

even more product. All we ask is that you put the industry brand to work in a way that is consistent with the guidelines in this document.

We recommend you read this entire guide once through to familiarize yourself with the topics it covers. Then come back to it any time you have a specific question.

Finally, let us know how it can be improved. Inevitably, there will be questions that come up in actual use that weren’t anticipated in the development of the “first edition” of this guide. Future editions will be revised with things learned in the trenches, so don’t hesitate to let us know what those learnings are.



The Brand Logo



THIS IS THE LOGO FOR THE NEW BRAND.

Fifteen separate designs with approximately 50 variations were originally developed for consideration. Ultimately, four were tested with consumers, members of the trade, and industry influencers. The logo you see here showed the strongest appeal. It scored high among all audiences for use of font, color, and overall design, and it was rated highest on communicating our product benefits and motivating desired behaviors.

Note the dual message that emerges from the design due to the fact that the word “for” is embedded into the word “California.” The logo can be read as “California Prunes” or “California For Prunes.”

This unique characteristic of the logo helps assert a leadership role for the brand by essentially proclaiming that the world comes to California for its prunes.



The Brand Tagline

Prunes. For life.

THIS IS THE TAGLINE FOR THE NEW BRAND.

The creative team developed 231 possible taglines over the course of the brand's development. Ultimately four were tested with consumers, members of the trade, and industry influencers. The tagline you see here showed the strongest appeal.

Note how the three-word construction and rhythm of the line parallels that of the embedded logo message, allowing for a complete reading to be "California for prunes" (and) "Prunes. For life."

The tagline essentially answers an implied question as if in a conversation:

The world comes to California for its prunes.

Why?

Because prunes are good for your life, at every stage of your life.

Note the punctuation and capitalization of the tagline, which is intentional. Without the period after "Prunes" the tagline would be *Prunes for life*, which can sound more about supply, or how long you should enjoy them. The punctuation makes clear the deeper meaning of prunes as a source of life-giving benefits as well as the notion that prunes aren't just for any one moment in time.

The "l" in "life" is not capitalized because the overall design style of the logo is lower case. That gives the logo an approachable, friendly, and contemporary feeling. The punctuation requires capitalization of each first word, but keeping the "l" in lowercase ties it visually to the logo.

Note: *Most of the time the tag line will be used in a lockup with the logo. However, it may be used by itself (in copy, not as a graphic). When using the tagline in that way and when it may not be clearly within sight of the California Prunes logo, you may add the word "California" to the start of the tagline to absolute clarity: "California Prunes. For life." This is a subjective matter and the deciding factor is whether it is reasonable to believe the reader will clearly understand that the prunes you are referring to are California prunes. If that is not a safe assumption, add the word "California."*



When to Use the Logo

- **It's for the industry** — If you are a grower, handler, distributor or any other vital partner in bringing California Prunes to market, the new logo was designed for you to use and to use liberally. It may appear on everything from farm signs to trade show booths, staff shirts to sales sheets, websites to business cards — and of course, packaging. The most powerful way we can put the new brand to work is to make sure our customers and consumers know what's in the bag and where it came from. But note the following important criteria ...
- **Product determines permission** — Because the logo represents our brand promise — and no one else's — we must ensure nothing compromises our ability to deliver on that promise. So, if you want to use the California Prunes logo on product packaging, the prunes in that product **MUST** be 100% California Prunes. The logo may not be used on any package that contains mixed-origin prunes.
- **Still unsure? Ask** — If you have a particularly unusual situation in which you'd like to use the logo but are unsure if it would be appropriate, just get in touch with the Board and we'll talk it through. We're here to help.

What we call a “logo” conversationally actually consists of several specific components. Here’s what the various parts of our new logo are called officially:

Lockup



Anatomy of a Logo

IMPORTANT NOTES

- There is no separate logo for the Board itself. This new logo identifies the Board as well as the industry and will be used as the lead identifier in all official Board business.
- There are no alternate configurations of the logo. In some new brands, it’s not unusual to have a vertical and a horizontal version of the same logo. That is **not** the case here. This design depends on this exact configuration for full effect. Moving the logotype word “prunes” up onto the same line as “california,” for example, would destroy the “for prunes” interpretation.
- You **may** use the logo without the tagline.
- You may **not** use the tagline as a graphic element without the logo.
- You **may** use the tagline as text in body copy, headlines, sub-heads, etc. (See the note on page 4 for more guidance.)
- You may **not** use the logotype without the mark. The tagline is the only “optional” element in the design.
- There is **only one** situation in which you may use the mark by itself, and that is as an icon in social media platforms with extremely small visual footprints (e.g., square profile pictures, etc.) No other use of the mark by itself is allowed.

Official Lockup



Clear Space



Minimum Sizes



1 inch



.75 inch

Logo Specifications

OFFICIAL LOCKUP

The logo and lockup may appear as a two-color version, which is the preferred usage whenever possible. It may also be used in black or other single color, or in white on a solid background.

CLEAR SPACE

The “clear space” (room around the logo before other design elements may appear) is equivalent to the bold “o” in the logotype word “california.”

MINIMUM SIZE

The logo or lockup should never be used smaller than one inch in width on office- or laser-printed materials (memos, PowerPoints, etc.) and never smaller than .75 inches in width on professionally printed materials (packaging, brochures, premiums, etc.)

IMPORTANT NOTES

- Do not construct the logo yourself. Use only the graphics files provided to you by the Board.
- There are specific graphics files for each type of application. For example, use the two-color file when using the logo in color. Use the black file when using the logo in black. Use the approved one-color files when using the logo in a single color, etc.

Translations and Other International Considerations

California Prunes is a global brand. As with any global brand, it is critically important to treat the essence of the brand consistently while allowing for the unique cultural needs of each market. With that in mind, please observe the following guidelines:

- First and foremost, the logo itself is never to be translated. As a logo it is more than words; it is also a symbol, and as such, we want to make it as consistently recognizable as possible.
- An approved translated tagline may be used in markets where there is a critical need. At this point, we have identified three market needs: French (Canadian), Chinese, and Japanese. No other markets are approved for translated taglines at this time. For each of the approved markets there is a single approved tagline translation. No other translation should be used.
- Lockups using the translated taglines should never be built from scratch. Use only the approved graphics files designated for that purpose. (See the section titled “Resources” for how to obtain all approved brand assets.)
- Any copy elements for packaging that are customary in a particular global market (such as the use of descriptors such as “processed” or “flavored” in China) should be treated as a packaging issue and not a brand or logo issue. In other words, do what is necessary to meet the needs of the local marketplace, but do not infringe on any of the logo application guidelines in this book. For example, you may not add any words to the logo or place it closer to descriptors than is allowed by the clear-space rules.



Co-Branded Logo Lockups

Standard Co-Branded Logo Lockup Treatment



Stacked Co-Branded Logo Lockup Treatment

(Intended for use when horizontal space is extremely limited.)



Note: The guidelines on this page are intended to guide placement of the logo for such things as sales sheets, websites, apparel, or other misc. needs. They are not intended to guide placement of the logo on branded or private label packaging. (For on-pack guidelines, see the next section.)

In some situations, the California Prunes logo will be displayed with other logos. Co-branded logo lockups combine our logo with third-party logos. Since logo configurations vary widely, and no size relationship or placement will work in every situation, discretion is required when the logo appears with other logos. With that in mind, please observe the following principles:

- Only use the logo, no tagline.
- The prunes logo should appear first in the logo lockup. The scale of the California Prunes logo should always appear slightly larger or equal to the third-party logo.
- A thin divider line should always be used to separate logos within a co-branded logo lockup. Apply a neutral shade for the divider line color.
- A horizontal lockup is preferred; however, if horizontal space is limited it is okay to stack the logos with the California Prunes logo on top.
- These rules are intended for use with California Prunes-owned communications. The California Prunes logo used within a partner-owned communication should follow their brand guidelines.
- Rules regarding minimum size, minimum clear space, and approved color treatments should always be observed.

On-Package Guidelines



- The logo may be used only on packages containing 100% California Prunes. The logo may not be used on packages containing any amount of mixed-origin product.
- Placement of the logo is up to the package designer.
- Use the logo only, not the lockup with tagline.
- Never build the logo on your own. Use only the official graphics files provided by the Board.
- Use the graphics files specifically marked for on-package use as these are calibrated for color systems specific to printing (PMS and CMYK) versus on-screen use (RGB).
- The two-color logo is best suited to use on packaging that is primarily a light, solid color with ample clear space. In that situation you may use it or any of the one-color versions provided (black, white, Prune Purple, or California Gold).
- If packaging is primarily dark or busy with patterns or imagery, use only one of the single-color versions of the logo on a solid block of color that complements your packaging. Ensure that there is high contrast between the logo and the block color of your choosing.
- Make sure that any use of the white logo is truly white. A “knock-out” or reverse that allows a background color or pattern to show through the logo is never acceptable.

Usage Violations

1. 	7. 
2. 	8. 
3. 	9. 
4. 	10. 
5. 	11. 
6. 	12. 

DO NOT...

- alter the logo colors.
- add elements to the logo.
- use the logo without the mark.
- reposition the logo elements.
- add a drop shadow, inner glow, outer glow, bevel, or other effects to the logo.
- change the opacity, brightness, contrast, or saturation of the logo.
- add gradient to the logo.
- violate the clear space rules.
- distort the size or proportion of the logo elements.
- frame the logo within a shape.

Note: The only exception to this is the last point in the On-Package Guidelines section, which states "If packaging is primarily dark or busy with patterns or imagery, use only one of the single-color versions of the logo on a solid block of color that complements your packaging." The intent is for the solid block of color to ensure strong contrast for the logo, not to provide a decorative element.
- place the logo at an angle.
- place the logo on a busy or distracting background.

NEVER...

Use the logo on any product packaging where the prunes in that product are less than 100% California Prunes.

Primary Fonts

Headlines (title case)

Archia (Bold)

Subheads (always uppercase)

MONTSERRAT (LIGHT)

Body Copy (always sentence case)

Lato (Entire font family)

Archia (Bold) available for purchase and download here: <http://atipofoundry.com/fonts/archia>

Montserrat (Light) available for download here: <https://fonts.google.com/specimen/Montserrat>

Lato (Entire font family) available for download here: <https://fonts.google.com/specimen/Lato>

Typography

UNDERSTANDING PRIMARY AND SECONDARY FONTS

Primary fonts are the preferred typefaces for the new brand. They should be used whenever feasible, but especially in milestone work such as websites, brochures, event signage, business cards, advertisements and the like. The primary fonts are unlikely to be available automatically on typical office computers. You may need to download them for a modest charge.

Secondary fonts are typefaces that approximate the look or overall graphic feel of the primary fonts using fonts more readily available on everyday computers. These fonts may be used to substitute for the primary fonts in situations where, for some reason, it is impossible to obtain or use the primary fonts and in situations that are more casual, immediate, or less mission-critical than the examples listed above. Such situations might include internal memos, reports, presentations, and the like.

PRIMARY FONTS

There are three primary fonts, one each for three main text needs:

- Headlines – Archia (Bold)
- Subheads – Montserrat (Light)
- Body Copy – Lato (Entire font family)

Secondary Fonts

Headlines (title case)

Rockwell (Bold)

Subheads (always uppercase)

CALIBRI (BOLD)

Body Copy (always sentence case)

Calibri (Entire font family)

SECONDARY FONTS

There are two secondary fonts, as follows:

- Headlines – Rockwell (Bold)
- Subheads – Calibri (Bold)
- Body Copy – Calibri (Entire font family)

CAPITALIZATION STYLE

Whether you are using the primary or the secondary fonts, **always** set:

- Headlines in title case
- Subheads in uppercase
- Body copy in sentence case

Signature Colors



Prune Purple
Pantone 5115 C

59 85 46 43

R84 G42 B68 | #542a45



California Gold
Pantone 7407 C

19 37 78 01

R206 G160 B82 | #ce9f54

Accent Colors



Dusty Bloom

40 52 28 02

R160 G128 B148 | #a08094



Dark Plum

63 82 53 63

R57 G29 B46 | #391d2e



Midday Sun

11 24 81 00

R229 G189 B80 | #754967



Orchard Leaf

57 31 100 11

R117 G135 B54 | #758736

Color Palette

UNDERSTANDING THE CALIFORNIA PRUNES COLOR PALETTE

The new brand color palette consists of two parts:

SIGNATURE COLORS

These are the two main colors that are used in the logo and that serve as the anchor colors for the brand overall. Dubbed “Prune Purple” and “California Gold,” the Signature Colors should be the first colors put to use in any multi-color design for the new brand.

ACCENT COLORS

These consist of four colors designed to complement the Signature Colors while adding variety and depth. After Signature Colors, the first place to turn to develop the color scheme for a particular piece of design is the Accent Colors. You may use one or more as needed to bring life to the piece in question. Accent colors should be just that — a spice you sprinkle, but not the main dish. They should never distract or overwhelm or be more dominant than the Signature Colors.



Photography Guidelines

Visually, your aim should be to bring to life the essence of the brand. Consider the brand promise and personality, and the brand tagline. Photography and other imagery should aspire to communicate four things:

- **Premium** – Every image should communicate premium quality.
- **Passion** – Compositions should capture something worth getting excited about.
- **Personal** – Because we are extolling the virtues of “Prunes. For life.” Our imagery should – as often as possible – put California Prunes *into a lifestyle context* that individuals can relate to.
- **Positive** – Prune lovers are positive people. They are optimistic, energized, and feel connected to what’s important in life.



DOCUMENT A MOMENT IN TIME

California Prunes should be captured in a “moment” to evoke the sense that we are glimpsing a story in progress. In some cases, this may suggest a person is a part of the composition. In others, however, that may not be necessary. Capturing a moment in time is more about a situation than a person. In all cases, photography should feel authentic, contemporary, and real.





SHOW ALL KINDS OF REAL PEOPLE IN ALL KINDS OF REAL LIFE

The subjects we photograph should represent the global presence that we have achieved and the diverse markets that we serve. They should be everyday folks captured in a moment of candor or spontaneity. Strive for natural diversity in age, ethnicity, gender, and lifestyle.





CELEBRATE THE PRUNES!

Size and quality are key: Celebrating California Prunes means making sure you're communicating them at their best. Help the viewer understand that California Prunes are not small prunes (most often associated with inferior product from other sources). Convey the size of both the plum and the prune by including a reference object in the photo for scale (hands, bowl, etc.). Also, even when shooting unfinished product or fruit still on the tree, be extremely attentive to scars and blemishes of any sort. Choose your subject, your angle, and your light very carefully to ensure the most flattering, yet natural and authentic, representation of California Prunes possible.

Some photography will be focused on a recipe, preparation, pairing, or serving idea (as opposed to, say, photography illustrating content about the health benefits of California Prunes). In those cases especially, treat the prunes as the hero. That means the product should be the dominant element in the composition. You might have a person in the background, but whereas the gorgeous dish of California Prunes is sitting in full focus in the foreground, the people may be thrown out of focus and serve as context rather than as subject. Make California Prunes the focus of the shot, the first thing the viewer will see and want to interact with. Even with hero shots, though, make sure everything feels relatable, natural, and part of the "real" world.





MIX IT UP

Remember that the CPB represents the entire industry, and therefore a variety of growers and packers. Oftentimes there is a subtle but distinct difference in the appearance of a California Prune from one commercial brand versus another, or orchards from one grower to another. It is our responsibility to make sure that our product photography represents that diversity.





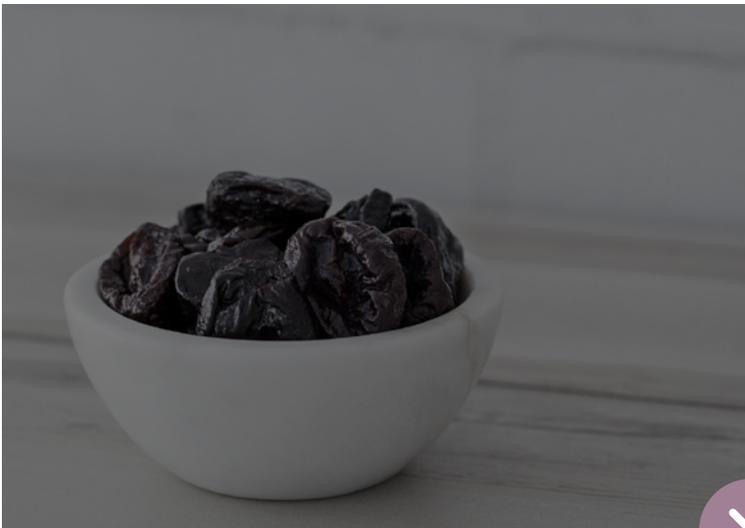
KEEP IN MIND

- Make things feel candid, not staged.
- Put California Prunes in a variety of real-life settings.
- Take advantage of our “California” equity through such things as natural light, open space, and bright colors.
- Draw the audience into the scene. Compose images that are inviting and immersive using a first person point of view. Allow the viewer to feel as if they are part of the story.
- Explore different angles. Avoid staged shots that are conventional or appear posed. Capture a real moment that reflects the authenticity of the California Prunes brand.
- Keep it simple. Avoid overloading the image with lots of elements. Favor clean, uncluttered compositions.
- Focus in. Explore shallow depth-of-field to keep the focus on the product while suggesting a scene blurred in the background.
- Consider placing the subject or subjects off-center. Blank space in an image is useful for layout and design purposes. Provide multiple images with space that can be used to drop in copy
- Avoid “too perfect” moments. Overly manicured and primed models, “stock-photo” compositions, perfectly clean kitchens, etc. take away from the authenticity we’re going for.



TECHNICAL SPECIFICATIONS

- Well lit, in sharp focus, and free of dirt and scratches
- A full tonal range with visible detail in both shadow and highlighted areas
- Digital photos should be captured in the camera's raw format for maximum quality
- Raw photos require an additional level of post-processing which may be appropriate only for those selected for print reproduction
- Web Format – longest side should be at least 1200px @ 72dpi, jpg
- Print Format – longest side should be at least 4900px @ 300dpi, jpg or TIFF





Voice, Tone, Vocabulary, and the Brand in Copy

What we say as a brand, and how we say it, is as important as how we look. Here are some key points for bringing California Prunes to life in copy:

Remember, no more “dried plums.”

- Capitalize “California Prunes” on every reference.
- Do not capitalize “prunes” when speaking of them generically or without the “California” modifier.
- Use “California Prunes” rather than “prunes from California.” “California Prunes” characterizes the fruit as something special – almost as if it were a particular variety – and it leads with “California,” which research shows is a huge point of equity for us. Finally, it allows for the proper noun construction which helps constantly reinforce the brand. Conversely, “prunes from California” puts the emphasis on prunes and treats the origin as an afterthought. It robs us of the proper noun opportunity and inadvertently plays up our prunes as a commodity that’s the same as everyone else’s rather than as something special and uniquely our own.
- Feel free to use the tagline as a sub-head or end line in body copy. But avoid using it in copy that sits close to the lockup as the copy line may appear redundant to the tagline. Conversely, if you use it at a considerable distance from the logo, you may, at your discretion, add the word “California” to ensure the tagline ties back to the brand: “California Prunes. For life.”



- If you use the tagline as an end line, you may add subtle emphasis, through the use of bolding or italics, but otherwise do not turn the tagline into a graphic device.
- Feel free to integrate the phrase “California for prunes” into your copy to take advantage of the unique presence of that phrase in the logo. For example, you might end a section of sales copy on the features and benefits of sourcing California Prunes by saying something like “... *and that’s why the world comes to California for prunes.*”
- Avoid industry or scientific jargon. If you need to say “microbiome” then you need to define it. Keep yourself at the reader’s level, not above it. So rather than “The human digestive microbiome is shining a light on the potential for prunes to be even more beneficial to people,” say “there’s a huge army of good organisms in our gut – what scientists call a ‘microbiome’ – that keep us healthy and may be leading to a new understanding of all the ways prunes are good for us.”
- Don’t claim attributes, showcase them. So, instead of asserting “Our prunes are the best” prove it with something like “more of the world’s largest importers insist on California Prunes than any other prune.”
- When it’s necessary to talk about the traditional benefits of prunes, try to avoid referring to “constipation” or “regularity.” These reinforce dated perceptions and characterize prunes as a periodic remedy rather than as a daily pleasure. Instead, try to talk about “gut health” which takes the conversation more into ongoing wellness than occasional discomfort.



- Related to the previous point in general, void any language that slips into characterizing prunes as medicinal or prescriptive. We don't want people to "take" California Prunes. We want them to "eat" them – or even better, "enjoy" them.
- Express ideas positively, not negatively, "Add a fresh twist to breakfast." vs. "Ditch your boring morning routine."
- As in all good marketing copy, translate features into benefits. "Only California has perfected a climate-controlled drying system" is a feature. "The climate-controlled drying system perfected by California produces a flavor unlike any other prune in the world – a flavor that will bring fresh nuances to everything you add them to" is a benefit.
- Use more "you" and less "we." There's nothing the reader is more fascinated by than themselves. The key to promoting us is to be relevant to them.
- Use short, conversational sentences.

Resources

Brand resources are available on the new California Prune Board website at:

CaliforniaPrunes.org

QUESTIONS?

For the quickest answer to your questions about this Style Guide and its guidelines or for help accessing brand resources, just email us and someone from the Board will get back to you right away:

BrandResources@californiaprunes.org

LET US KNOW WHAT YOU THINK

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