BRAND STYLE GUIDE

2026

This Branding Style Guide will help all our partners, supporters, and social enterprises use our logo consistently. The following pages describe the do's and don'ts of logo usage, brand colors, and typography (fonts).
Please visit Redefine Alliance's website to retrieve logo files: https://redefinealliance.org/logos/

CA RISE Overview

Launched in 2023, CA RISE (California Regional Initiative for Social Enterprise) marks the nation's first statewide capital and capacity-building investment in employment social enterprises. Through a partnership between the California Office of the Small Business Advocate (CalOSBA), fiscal agent Lendistry, and program lead Redefine Alliance, this $25 million investment will deliver customized technical assistance to businesses across the state that employ, train, and support talented Californians overcoming barriers to employment.

The CA RISE logo is a universal signature we use across all our communications. We want the logo to be instantly recognizable. The Master logo should be used whenever possible. The Grayscale B/W logo can be used on collateral that isn't printed in color and should never be used on a black background. Do not use any variant of icon to replace the logo, or as a decorative element. Please visit Redefine Alliance's website to retrieve logo files: https://redefinealliance.org/logos/



Master Logo

File name: CARISE_Logo_Color_CMYK.eps



Grayscale B/W Logo

Use file: CARISE_Logo_BW.eps

To ensure that the logo always has the greatest impact and legibility, it is important to provide an area of clear space around it called the "exclusion zone." The logo must have at all times the minimum exclusion zone, which is defined by the measurement of the star. This guideline should be followed for logo usage at any size. The logo must never be used in a smaller size than what's identified in the minimum size specs to protect the legibility and integrity.



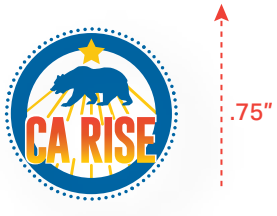
Safe Area

Always allow a minimum space around the logo



Minimum Size

The logo minimum size is .75"



Maximum Size

There is no maximum size defined for this logo

It is important that the appearance of the logo remains consistent. Please don't edit, change, distort, recolor, or recongifure the logo. See the examples below on *what not to do* with the CA RISE logo.



Do not stretch or distort

Keep logo files at 100%.



Do not stretch or distort

Keep logo files at 100%.



Do not outline logo

Display logo cleanly on a solid white, CA RISE Grey or shades of grey background.



Do not place logo over similar colored images

If you're going to place the logo over an image, make sure there's enough contrast so the integrity of the logo doesn't get lost.



Do not use certain background colors

Display logo cleanly on a color background that has enough contrast with the CA RISE Blue so the integrity of the logo doesn't get lost.



Do not use BW logo on a black background

Never use BW logo on a black background.



Do not alter artwork

Display logo in full circle to keep integrity.



Do not fill logo with solid colors

Display logo with gradient to keep integrity of logo.

Please use the following brand colors and typography (fonts) specified below. CA RISE uses Aktiv Grotesk Georgian for all paragraph and headlines. You can access Aktiv Grotesk Georgian with an Adobe Creative Cloud account: https://fonts.adobe.com/fonts/aktiv-grotesk-georgian
If you don't have access to Adobe Creative Cloud, use Arial Black for headlines and Arial Regular for body copy

Brand Colors:

Primary Colors: CMYK / RGB Color Mixtures

CA RISE Blue
CMYK:100/45/0/18
RGB: 0/101/164
HEX: 0065a4

CA RISE Red
CMYK: 0/90/84/0
RGB: 239/65/54
HEX: ef4136

CA RISE Gray
CMYK: 24/12/13/0
RGB: 193/206/211
HEX: c1ced3

Secondary Colors: CMYK / RGB Color Mixtures

CA RISE Lemon
HEX: ffc912

CA RISE Orange
HEX: ee8b21

CA RISE Tangerine
HEX: e55625

CA RISE Gray can be used as tints (see examples below):

CA RISE Gray
HEX: eff3f4

CA RISE Gray
HEX: dae2e5

CA RISE Gray
HEX: cdd8db

Brand Typography (Fonts)*:

Primary Headline Font:

AKTIV GROTESK GEOR XBOLD CAPS 23/27

Secondary Headline Font:

AKTIV GROTESK GEOR XBOLD CAPS 17/18

Paragraph / Body Copy:

Aktiv Grotesk Geor Regular
11/14.5

Additional Title Font:

Aktiv Grotesk Geor Bold 11/14.5

System Fonts Alternatives*:

Primary Headline Font:

ARIAL BLACK

Paragraph / Body Copy:

Arial Regular

*The content shown above is used only to display the typeface (font). For brand messaging, please refer to https://redefinealliance.org/logos/

CA RISE is a collaborative effort between multiple organizations and government entities. When writing or speaking about CA RISE, please include the partner language below, and the following logos when appropriate:

CA RISE Partner Language:

"CA RISE is a project funded by the State of California, through the California Office of the Small Business Advocate (CalOSBA).

CA RISE is managed by Redefine Alliance (program lead) and Lendistry (fiscal agent)."

CA RISE Partner Logos:

Download logos for use here: https://redefinealliance.org/logos/



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