



Brand Guide 2026

Colors

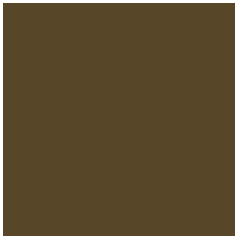
Primary



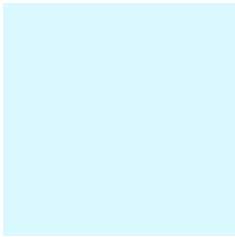
HEX: #035d85
RGB: 3, 93, 133
CA Blue



HEX: #eca50a
RGB: 236, 165, 10
CA Gold



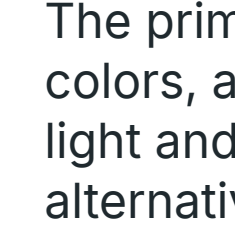
HEX: #574628
RGB: 87, 70, 40
CA Brown



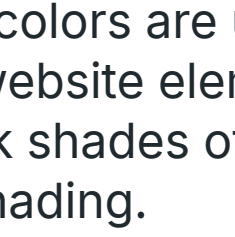
HEX: #d9f9fff
RGB: 217, 249, 255
CA Sky



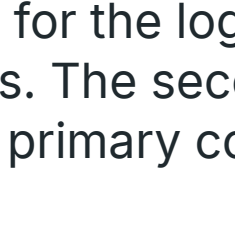
HEX: #2e80b5
RGB: 46, 128, 181
CA Blue Light



HEX: #ffb333
RGB: 255, 191, 51
CA Gold Light



HEX: #8a6f3f
RGB: 138, 111, 63
CA Brown Light



HEX: #ebfcff
RGB: 235, 252, 255
CA Sky Light

Secondary



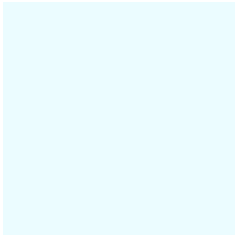
HEX: #14384f
RGB: 20, 56, 79
CA Blue Dark



HEX: #b98108
RGB: 185, 129, 8
CA Gold Dark



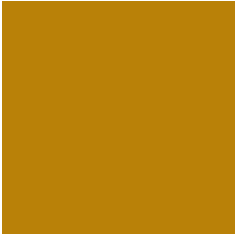
HEX: #241d11
RGB: 36, 29, 17
CA Brown Dark



HEX: #c8f9ff
RGB: 200, 249, 255
CA Sky Dark



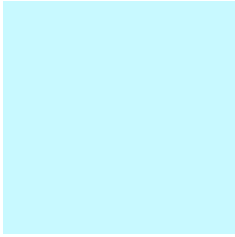
HEX: #14384f
RGB: 20, 56, 79
CA Blue Dark



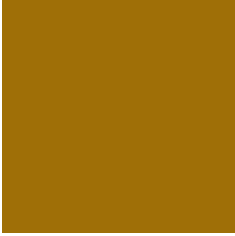
HEX: #b98108
RGB: 185, 129, 8
CA Gold Dark



HEX: #241d11
RGB: 36, 29, 17
CA Brown Dark



HEX: #c8f9ff
RGB: 200, 249, 255
CA Sky Dark



HEX: #9f6f07
RGB: 159, 111, 7
CA Gold X-Dark

The primary colors are used for the logo identity, button colors, and website elements. The secondary colors are light and dark shades of the primary colors, used for alternative shading.

Style

Illustrations

The California Flyover brand is a callback to the National Brand with more emphasis on text and less on illustration.

Illustrations are absent, or are simple, flat-style icons that use the primary California colors or leverage existing emblems of the state.



Elements & Trim

The California Flyover is anchored by The Flyover National brand shape and styling.

The California Flyover is a color-forward brand that ensures the state colors are front and center, followed by the state shape and existing state emblems (star and bear).

Typography

Poppins Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Use on non-website headlines, sub headlines, and Instagram post images. Lean towards using **Poppins Bold**.

<https://fonts.google.com/specimen/Poppins>

Inter Family

abcdefghijklmnopqrstuvwxyz1234567890

Use for all other text, including paragraphs, labels, etc.

<https://rsms.me/inter/>

Hughs

California

The Hughs font is the "California" text in the wordmark logo. It's currently only used in this context, but may be considered for a very large, short headline.

<https://youssef-habchi.com/fonts/hughs>

Assets

The brand package includes this guide, original vector logo artwork, raster logo artwork, and icons. Download the brand package at:

<https://thecalifornia.com/brand/>