

CALIFORNIA
RACIAL EQUITY
COMMISSION



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- 01 In this concept, “Commission” has been emphasized to avoid mistaking the program as “Racial Equity Coalition.” Furthermore, the word “Mission” has been underlined to highlight REC’s most important aspect of its work—*it is a journey, or an ongoing mission*. The multi-colored bar not only highlights this aspect, but it’s a subtle hint of an active forward-moving “progress” bar. The colors represent “diversity” and “collaboration” through use of seamless gradients, and they match REC’s current color scheme.

STATE OF CALIFORNIA
RACIAL EQUITY
COMMISSION



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- 02 This concept omits the state silhouette icon, but adds the description “State of California.” The segmented colors represent black and indigenous populations, with the single blue color in the middle providing: 1) contrast to the warm colors, and 2;) a visual tie to the word “Commission.” The desaturation of these colors, their close proximity and similar angles, . . . create harmony, and hints of *cultural history/identity* and *preservation* (think “handmade, weaved baskets”). Lastly, the angles of these color segments retain the sense of left-to-right “forward progress.”