

California Avocados and the California Avocado Commission – A Unified Identity

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What's in a corporate logo? On its own, a logo is a symbol used to identify a company. If you look around, corporate logos are everywhere and are so pervasive that many people become indifferent to those logos and what they represent. But, certain iconic corporate logos, like those for Google, Apple, Nike, McDonalds or Coca Cola, are memorable because the logo isn't simply a symbol used to identify the company — it embodies that company's brand and conveys their brand message. When you see the Nike logo, for example, you think "Just Do It." The logo can then play a critical role in a fully integrated marketing communication platform.

Corporate identity has been defined as the set of multi-sensory elements that marketers employ to communicate a visual statement about the brand to consumers, which can include the company name, logo, slogan and company colors. To present a strong corporate identity, typically a company has worked to build consonance — a unified message offered to all of its audiences (the public, media, consumers, employees) at all touch points. A strong corporate identity sends a consistent message that builds acceptance and trust of the brand.

The California Avocado Commission (CAC) faces an interesting predicament when tackling its corporate identity because its brand isn't simply the fruit grown in California, but the issues management, production research, industry-related activities and trusted information and resources it provides in order to ensure the California avocado industry is sustainable. CAC has, for nearly 39 years, worked to build marketing programs that promote increased consumption

and usage ideas while differentiating California avocados as a premium product. The California avocado logo and CAC's marketing campaigns are focused on consumers, retailers and foodservice operators — audiences who care about the California avocado brand, but aren't as concerned with the California Avocado Commission brand. But the Commission has another group of 'customers' — those who turn to CAC for relevant and important industry information and research — and they need a logo that identifies trusted information from the Commission.

Faced with two different sets of customers, the Commission has worked in recent years to identify an iconic symbol that could serve as the basis for CAC's corporate identity. In truth, this process may have started with a bottom-up approach. While the high-level end goal was always the development of a corporate identity with staying power, the devil was in the details because we needed to develop assets for use at every touch point — from on-fruit labeling to corporate letterhead. And so, we started with the smallest asset that packed the largest punch — the California label that would be placed on the fruit at retail.

The California label has limited, yet valuable real estate space with room for only the most important information — the fruit's origin and an iconic symbol that communicates the power of the California's premium brand positioning.



With consumer focus groups supporting the on-fruit California label and handlers throughout the industry jumping on board to begin placing the California label — or customized variations of the label — on the product, CAC was then able to turn its focus toward its consumer, retail and foodservice marketing programs.

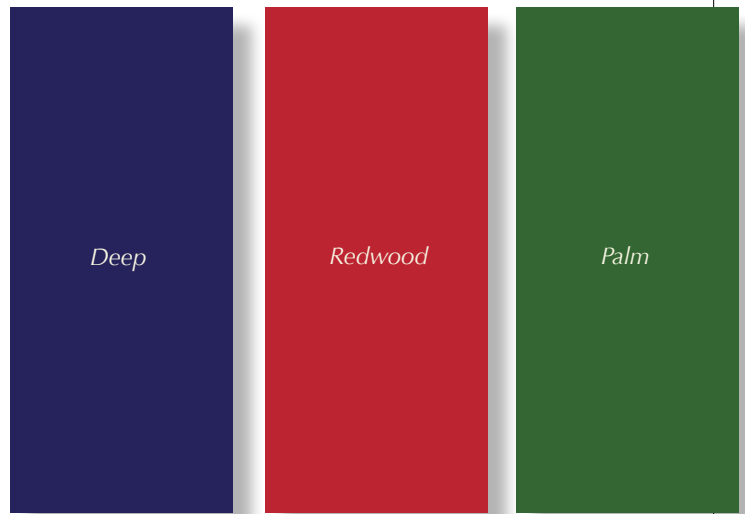
While CAC had more flexibility when developing a consumer marketing logo, the main goal was to communicate a consistent message across all platforms and build a strong brand identity. At the same time, it was important that we utilize the brand equity that had been built during the past 20 years with the 1995 introduction of the California Avocados consumer marketing brand. With these priorities in mind, earlier this year the Commission rolled out the new 'California Avocados' consumer logo and began widespread use of the logo in the marketing programs, promotions and activities implemented throughout the 2015-16 season.



With on-fruit labeling finishing up its second season, and the new California Avocados logo completing its first season, CAC began to see data indicating that these new assets were resonating with all its customer bases — not just consumers, retailers and foodservice operators, but growers and industry stakeholders alike! Use of the 'California Avocados' logo began to pop up in presentations when referencing the California Avocado Commission as an organization. And so, with the seeds sown years ago now beginning to bear fruit, CAC has moved to unify our corporate identity among all stakeholders with the development of the California Avocado Commission corporate logo.



In October, the Commission will unveil the new corporate logo as it celebrates its 45th year as a Produce Marketing Association Fresh Summit exhibitor in Orlando. In the meantime, CAC will continue to roll out the new corporate identity with the development of new corporate assets such as business cards and letterhead that will utilize a bold, new color palate and artistic variations of the iconic 'California' font and avocado imagery (sneak peek to the right). Once finalized, these assets will join the already fully-loaded, now unified, California-branded toolbox that your CAC team uses to differentiate your premium product in the marketplace. 🥑



Bold new color palate utilizes Deep, Redwood and Palm colors.



New artwork developed for use with business cards and stationary.