VISIT CALIFORNIA

CONSUMER BRAND GUIDELINES

REVISED
OCTOBER 2020

This guide will introduce you to the California brand identity, the inspiration behind it and the current brand expression, along with guidelines for usage of the brand assets. The intent is to ensure California's unique consumer promise is infused throughout all communications and consistently delivered across platforms and executions globally.

CALIFORNIA IS MORE THAN A PLACE

— it's an attitude

From sun-drenched beaches and towering redwoods to snow-capped peaks and desert oases, California's natural abundance is so amazing it can only be topped by one thing — the people who call California home.

Visit California's consumer research has consistently shown that what sets the Golden State apart from any place else on Earth is the California attitude — that legendary, unmistakable outlook that seduces any person who wanders out into the California sun to squeeze every last drop of fun out of each and every day.

[CALIFORNIA IS]

[CALIFORNIA IS NOT]

Free-spirited	restrained
Individualistic	conformist
Fun	boring
Youthful	dated
Energetic	subdued
Adventurous	cautious
Welcoming	unfriendly
Trendy	conventional
Laid Back	uptight

CALIFORNIA IS A MAGNET
for dreamers

A bus pulls up. A young man or woman steps onto the street with nothing but a suitcase and a dream of making it big in Hollywood. This may be one of the most iconic images of California as a dreamland, but it's also only a sliver of the story.

California has always been a magnet for dreamers: the bold, the pioneering, the adventurous and the entrepreneurial. Some say it started with the Gold Rush, but even before prospectors came flocking to find their fortunes, California was portrayed as an almost mythical land of natural abundance, balmy weather, and endless opportunity.

This is the birthplace of Hollywood and Silicon Valley, the Frisbee and the drive-thru, the mountain bike and the wine cooler. From the wacky to the world-changing, California's uniquely free-spirited, fun-loving, anything-is-possible vibe has inspired the passionate pursuit of dreams and infused the Golden State with a unique allure that borders on the legendary.

A STRONG BRAND SHOULD STAND FOR SOMETHING

california is for dreams and dreamers

It's our mission to make California a place that inspires people to dream, and then to make those dreams come true.

On an enticement level, Dream Big expresses the zeitgeist of California: the positive, free-spirited energy and promise of endless inspiration that people want to take part in for themselves. When it comes to fostering travel, we will encourage people to realize their dreams of experiencing California, whether that means finally making that trip to Yosemite, taking the family to Disneyland or tasting their way across Napa Valley. And we'll also excite would-be travelers with aspirational "dream" adventures that elevate above and beyond "vacation as usual."

California. Dream Big.
Consumer Brand Guidelines

Style In Action

Program Guidelines

California. Dream Big.
Logo Introduction

A unique expression of California, the consumer Dream Big logo is fun and friendly, reflecting the California spirit. The Dream Big logo consists of the logotype, tagline, and wave. The rounded font is just like California: laid-back and casual.

The wave is symbolic of water, from the Pacific Ocean to the numerous rivers and lakes found throughout the state, while the colors CA Gold and CA Orange evoke golden sunshine, while CA Blue speaks to the endless blue ocean and sky.

Please treat this logo with care and keep it pure. Never alter it. Always use the digital artwork provided when reproducing the California Dream Big logo globally.

California Dream Big Logo Use:

The California Dream Big logo should be used in all communications and/or materials promoting California. These instances include but are not limited to:

1. Print Advertising
2. Out-of-Home
3. Television
4. Digital Executions

California. Dream Big.
Logo Components

The California Dream Big logo consists of three elements, including the 'Dream Big' tagline logotype positioned below the 'California' logotype and locked up with the wave. The logo comprises three PANTONE colors: CA Blue (*PANTONE 7462), CA Gold (*PANTONE 7406) and CA Orange (*PANTONE 716).

The three-color version of the California Dream Big logo is the preferred logo treatment. Please use this logo whenever possible.

This logo is a unique expression of the California brand. Please treat the logo with care. Never alter the logo and always use the approved provided electronic artwork.

California Dream Big Color Logo

Wave

Tagline

Logotype

CA Blue (*PANTONE 7462)

CA Gold (*PANTONE 7406)

CA Orange (*PANTONE 716)

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California. Dream Big.
One-Color Logos

When reproduction or printing constraints prevent the use of the three-color version of the California Dream Big logo, use one of the alternate one-color versions seen below.

A unique expression of the California brand, these logos should be treated with care. Never alter the logos and always use the approved provided electronic artwork.

CA Black Logo

CA White Logo

For illustrative purposes only; this example with the white logo contained in a black box is NOT intended to be used as a logo variation.

California. Dream Big.
Reverse Logo Application

The California Dream Big logo may be used in a reverse application on contrasting solid backgrounds and photography. In this instance, the logotype reverses out of the background to white, and the wave appears in CA Gold. In all cases, it is important to make sure there is a strong contrast between the logo and the background.

Reverse Logo on Colored Background

For illustrative purposes only; this example with the reverse logo contained in a box is NOT intended to be used as a logo variation.

VCA Reverse Gold Logo

Reverse Logo on Photography

California. Dream Big.
Logo Usage on Backgrounds

Use the California Dream Big logo on backgrounds that offer a bold contrast to the logo. Always strive for maximum logo clarity. When using the logo on photographs and colored backgrounds, be sure the background is subtle enough that it does not interfere in any way with the legibility of the logo.

The color version of the California Dream Big logo works best on neutral, open spaces, such as a light sky, clouds or negative white spaces. The reverse logo works best on richer, darker open spaces.

In some instances, an image background may provide insufficient contrast for either the color or reverse logos. In these cases, a subtle outer glow or drop shadow effect may be applied to the logo to increase legibility. Specifications will vary depending on software used, the size of the logo within the layout and working file resolution. Effects should look as natural as possible. See below for some general guidelines.

Color Logo on Light Background

Logo Usage on Medium Background

INCORRECT: Insufficient Contrast

INCORRECT: Outer Glow Unnaturally Prominent

Reverse Logo on Dark Background

INCORRECT: Insufficient Contrast

CORRECT: Outer Glow Looks Subtle and Natural

California. Dream Big.
Minimum Logo Size

The minimum size the California Dream Big logo may be reproduced is 1 ¼" wide to ensure legibility. When the logo is reproduced at this minimum size, there are three possible choices:

1. Use the three spot colors that make up the logo (we recommend using this method whenever possible).

2. If printing using four-color process, use a line screen value of 150-175 lines per inch.

3. Use the black version.

If the logo must scale down below the minimum size, the tagline may be removed. If there are instances where you wish to remove the tagline, contact the Visit California Creative Services Manager.

Logo at 100% of Minimum Size

Logo at 100% of Minimum Size

Logo at 300% of Minimum Size

California. Dream Big.
Logo Clear Space

Please do not crowd the California Dream Big logo by setting it close to other graphics or text.

The minimum required clear space surrounding the logo is equal to the x-height of the 'C' in the word 'California.' Text should not be placed within the clear space, but may align with the edge of the clear space. Please respect the clear space on all four sides of the logo.

California. Dream Big.
Incorrect Logo Usage

a. Do not add a prominent drop shadow or outer glow to the California Dream Big logo; it interferes with legibility.

b. Do not recreate any part of the logo or alter the logotype.

c. Do not remove any elements of the logo.

d. Do not alter the relationship between the logotype elements.

e. Do not reproduce the logo in any color other than those approved.

f. Do not use the logo in any application that does not provide the required contrast between background and logo.

g. Do not use the logo over a photograph if the required contrast guidelines cannot be met.

a.

b.

c.

d.

e.

f.

g.

California. Dream Big.
Logo/URL Components

The minimum size the California Dream Big logo with URL may be reproduced is 1 ¼" wide to ensure legibility.

The minimum required clear space surrounding the logo is equal to the x-height of the 'C' in the word 'California.' Text should not be placed within the clear space, but may align with the edge of the clear space. Please respect the clear space on all four sides of the logo.

Logo at 100% of Minimum Size

1 ¼"

Logo at 300% of Minimum Size

3 ¾"

Logo Clear Space

California. Dream Big.
Logo/URL Lockups

The attitudes and emotions that California evokes are the same all over the world: laid-back, fun and free-spirited.

While every country has a unique URL for visitors around the world to experience California virtually, every URL should be handled consistently.

United States
visit**california**.com

Australia
visit**california**.com.au

Brazil
visit**california**.com.br

Canada
visit**california**.ca

China
visit**california**.com/cn

Mexico
visit**california**.com.mx

UK
visit**california**.co.uk

France
visit**california**.fr

Germany
visit**california**.de

India
visit**california**.in

Italy
visit**california**.it

Japan
visit**california**.jp

South Korea
visit**california**.co.kr

New Zealand
visit**california**.co.nz

California. Dream Big.
Co-Brand URL Lockup
Horizontal

A true partnership is a wonderful thing when there is mutual respect and collaboration. Please keep this in mind when the California Dream Big logo is used in conjunction with any of our partners. If you are ever in doubt about the size, space and placement of a partner logo, look to the corresponding guidelines.

The minimum size the horizontal co-brand logo lockup may be reproduced is $^{9}/_{16}$" tall to ensure legibility.

The minimum required clear space surrounding the co-brand logo lockup is equal to the total height of the 'C' in the word 'California.' Text should not be placed within the clear space, but may align with the edge of the clear space. Please respect the clear space on all four sides of the logo.

Horizontal Co-Brand URL Logo at 100% of Minimum Size

$^{9}/_{16}$"

Horizontal Co-Brand URL Logo Lockup Clear Space

Horizontal Co-Brand URL Logo at 155% of Minimum Size

$^{7}/_{8}$"

California. Dream Big.
Co-Brand URL Lockup
Vertical

The minimum size the vertical co-brand logo lockup may be reproduced is 1 1/4" tall to ensure legibility.

The minimum required clear space surrounding the co-brand logo lockup is equal to the total height of the 'C' in the word 'California.' Text should not be placed within the clear space, but may align with the edge of the clear space. Please respect the clear space on all four sides of the logo.

Vertical Co-Brand URL Logo
at 100% of Minimum Size

1 1/4"

Vertical Co-Brand URL Logo
at 200% of Minimum Size

2 1/2"

Vertical Co-Brand URL Logo Clear Space

California. Dream Big
Typography

Typography is an important component of the California brand, used to convey our distinct attitude and personality. The following font families have been selected for use in all consumer communications using the Roman alphabet: Geometric Slabserif 703 BT and Geometric 415 BT.

These two Geometric families should be used whenever possible. These font families have great personality, offer flexibility and have a comprehensive range of weights, including light and condensed, for all creative needs.

An alternate serif font family, PT Serif Pro, may be used for body copy in text-heavy documents to increase readability. This font family should be used only for body copy, not for headlines or subheads.

To purchase these fonts, visit this website:

www.myfonts.com

Geometric Slabserif 703 BT, Headlines

Geometric Slabserif 703 BT

AaBbCcDd**1234**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Geometric Slabserif 703 BT Light
Geometric Slabserif 703 BT Medium
Geometric Slabserif 703 BT Bold
Geometric Slabserif 703 BT Extra Bold
Geometric Slaberif 703 BT Medium Condensed
Geometric Slaberif 703 BT Bold Condensed
Geometric Slaberif 703 BT Extra Bold Condensed

Geometric 415 BT, Body Copy

Geometric 415 BT

AaBbCcDd**1234**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Geometric 415 BT Lite
Geometric 415 BT Medium
Geometric 415 BT Black
Geometric 415 BT Black Italic

PT Serif, Body Copy Alternate

PT Serif Pro

AaBbCcDd**1234**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PT Serif Pro
PT Serif Pro Bold
PT Serif Pro Bold Italic

California. Dream Big.
International Typography

For countries whose native languages do not use the Roman alphabet, alternate fonts to the Geometric font families were chosen while keeping the balance of aesthetics, mechanical soundness and cultural sensitivity while conveying the California attitude.

To purchase these fonts, visit these websites:

M Zongyi
www.monotype.com.hk

Kozuka Gothic
font.designers-garage.jp

Yoon Gothic
www.yoondesign.com

Chinese Consumer Font:
M Zongyi

蒙纳简综艺体

Korean Consumer Font:
Yoon Gothic

다람쥐 헌

Japanese Consumer Font:
Kozuka Gothic

小塚ゴシック

California. Dream Big.
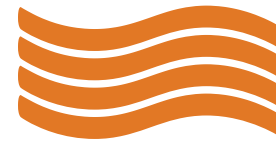## Primary Color Palette

The primary color palette for California Dream Big consists of CA Blue (*PANTONE 7462), CA Gold (*PANTONE 7406) and CA Orange (*PANTONE 716). These colors evoke California's abundance of blue ocean, blue sky, golden sunshine and bold, anything-is-possible spirit.

CA Blue
*PANTONE 7462
C100 M48 Y6 K30
RØ G85 B140
HEX 00558C

CA Gold
*PANTONE 7406
CØ M20 Y100 K2
R241 G196 BØ
HEX F1C400

CA Orange
*PANTONE 716
CØ M61 Y99 KØ
R234 G118 BØ
HEX EA7600

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California. Dream Big.
Secondary Color Palette

The secondary color palette for California Dream Big consists of a family of hues inspired by the colors in the primary color palette. They are reflective of California's natural landscape, while also giving a nod to the Golden State's amazing diversity.

*PANTONE 540
C100 M57 Y12 K66
RØ G48 B87
HEX 003057

*PANTONE 390
C27 MØ Y100 K3
R181 G189 BØ
HEX B5BD00

*PANTONE 128
CØ M7 Y75 KØ
R243 G213 B78
HEX F3D54E

*PANTONE 131
C2 M39 Y100 K10
R204 G138 BØ
HEX CC8A00

*PANTONE 214
CØ M100 Y24 K4
R206 G15 B105
HEX CE0F69

*PANTONE 187
C7 M100 Y82 K26
R166 G25 B46
HEX A6192E

*PANTONE 2915
C60 M9 YØ KØ
R98 G181 B229
HEX 62B5E5

*PANTONE 361
C77 MØ Y100 KØ
R67 G176 B42
HEX 43B02A

*PANTONE 157
CØ M42 Y74 KØ
R236 G161 B84
HEX ECA154

*PANTONE 1395
C9 M55 Y100 K39
R153 G96 B23
HEX 996017

*PANTONE 228
C16 M100 Y14 K42
R137 G12 B88
HEX 890C58

*PANTONE 3125
C84 MØ Y18 KØ
RØ G174 B199
HEX 00AEC7

*PANTONE 356
C91 M4 Y100 K25
RØ G122 B51
HEX 007A33

*PANTONE 7417
C1 M83 Y85 KØ
R224 G78 B57
HEX E04E39

*PANTONE 477
C23 M75 Y78 K69
R98 G59 B42
HEX 623B2A

*PANTONE 269
C80 M98 Y5 K27
R81 G45 B109
HEX 512D6D

*PANTONE 338
C50 MØ Y31 KØ
R110 G206 B178
HEX 6ECEB2

*PANTONE 357
C92 M18 Y94 K61
R33 G87 B50
HEX 215732

*PANTONE 167
C5 M77 Y100 K15
R190 G83 B28
HEX BE531C

*PANTONE 7539
C24 M13 Y18 K38
R142 G144 B137
HEX 8E9089

*PANTONE 419
C68 M62 Y58 K45
R66 G65 B67
HEX 424143

California. Dream Big.
Tertiary Color Palette

Taken from the secondary color palette, the California Dream Big tertiary colors offer a restrained touch that allows other graphical elements to shine. These colors work well for overlaying copy or callouts.

*PANTONE 7401
CØ M4 Y27 KØ
R245 G225 B164
HEX F5E1A4

*PANTONE 467
C6 M15 Y41 K10
R211 G188 B141
HEX D3BC8D

*PANTONE 1345
CØ M17 Y50 KØ
R253 G208 B134
HEX FDD086

*PANTONE 475
CØ M21 Y30 KØ
R243 G207 B179
HEX F3CFB3

*PANTONE 573
C20 MØ Y14 KØ
R181 G227 B216
HEX B5E3D8

*PANTONE 7457
C18 MØ Y5 KØ
R187 G221 B230
HEX BBDDE6

*PANTONE 2706
C19 M10 YØ KØ
R203 G211 B235
HEX CBD3EB

*PANTONE 7527
C3 M4 Y14 K8
R214 G210 B196
HEX D6D2C4

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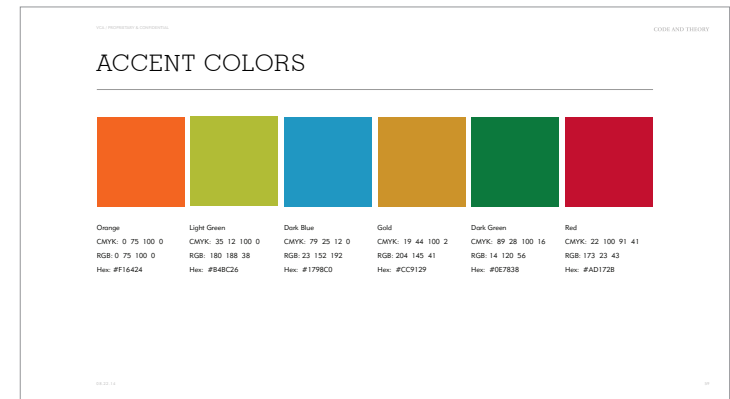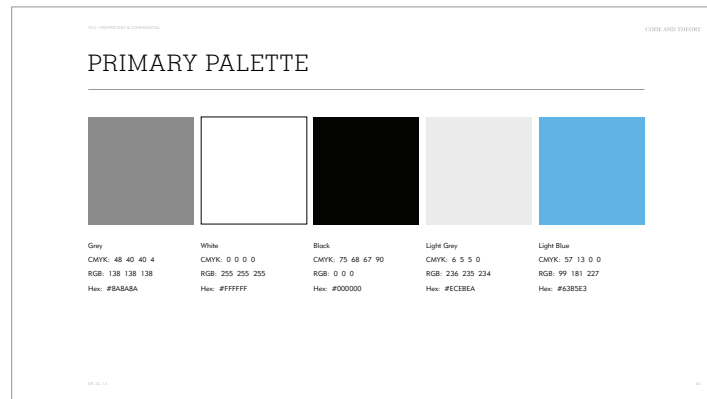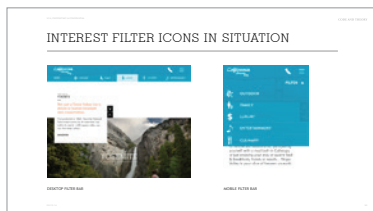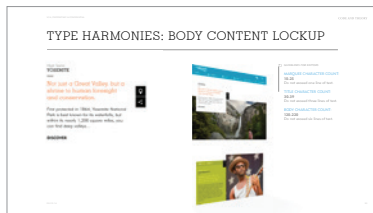
California. Dream Big.
Digital Color Palette

A complete digital style guide, including the digital color palette, has been developed for the new consumer website www.visitcalifornia.com. View the style guide at **https://visitcalifornia. webdamdb.com/cloud/#folder/1470561**.

ASSET DEVELOPMENT/ACQUISITION

Sarah Gilbert
Creative Development Manager

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P 916.955.1613

WEB DESIGN STYLE GUIDE
AUG 22, 2014

TYPE HARMONIES: BODY CONTENT LOCKUP

INTEREST FILTER ICONS IN SITUATION

PRIMARY PALETTE

Grey	White	Black	Light Grey	Light Blue
CMYK: 48 40 40 4	CMYK: 0 0 0 0	CMYK: 75 68 67 90	CMYK: 6 5 5 0	CMYK: 57 13 0 0
RGB: 138 138 138	RGB: 255 255 255	RGB: 0 0 0	RGB: 236 235 234	RGB: 99 181 227
Hex: #8A8A8A	Hex: #FFFFFF	Hex: #000000	Hex: #ECEBEA	Hex: #63B5E3

ACCENT COLORS

Orange	Light Green	Dark Blue	Gold	Dark Green	Red
CMYK: 0 75 100 0	CMYK: 35 12 100 0	CMYK: 79 25 12 0	CMYK: 19 44 100 2	CMYK: 89 28 100 16	CMYK: 22 100 91 41
RGB: 0 75 100 0	RGB: 180 188 38	RGB: 23 152 192	RGB: 204 145 41	RGB: 14 120 56	RGB: 173 23 43
Hex: #F16424	Hex: #B4BC26	Hex: #1798C0	Hex: #CC9129	Hex: #0E7838	Hex: #AD172B

STYLE IN ACTION

California. Dream Big.
Style In Action Introduction

This section provides examples that illustrate the consumer brand in action across the globe, in English-language markets and beyond. From advertising executions to social media practices to photography, the intent is to showcase the state's abundance, beauty and unique culture, and communicate that California is for dreams and dreamers.

Bringing the California attitude to life and paying off the Dream Big promise in consumer advertising is done through a combination of imagery and invitational calls to action.

For specific asset needs, including assistance in development of custom advertising solutions, please contact Sarah Gilbert.

ASSET DEVELOPMENT/ACQUISITION

Sarah Gilbert
Creative Development Manager

sgilbert@visitcalifornia.com
P 916.955.1613

California. Dream Big.
Social Media Mark

Developed for use in social media platforms, the social media mark is comprised of the state abbreviation for California – CA – formed using the first two letters of the California logotype, along with the wave and Dream Big tagline logotype. In China, a variation of the social media mark is used, in accordance with local insight.

The social media mark is strongest when used in context with Visit California, as shown in the examples below.

This mark should not be used as a logo, and should only be used as a social identifier for consumer-facing social activity.

Social Media Mark

Social Media Mark (Facebook Application)

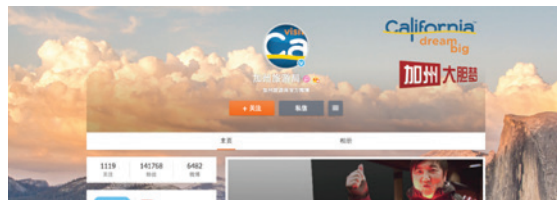

Social Media Mark (Twitter Application)

Social Media Mark (Instagram Application)

Social Media Mark — China only

Social Media Mark (Weibo Application — China only)

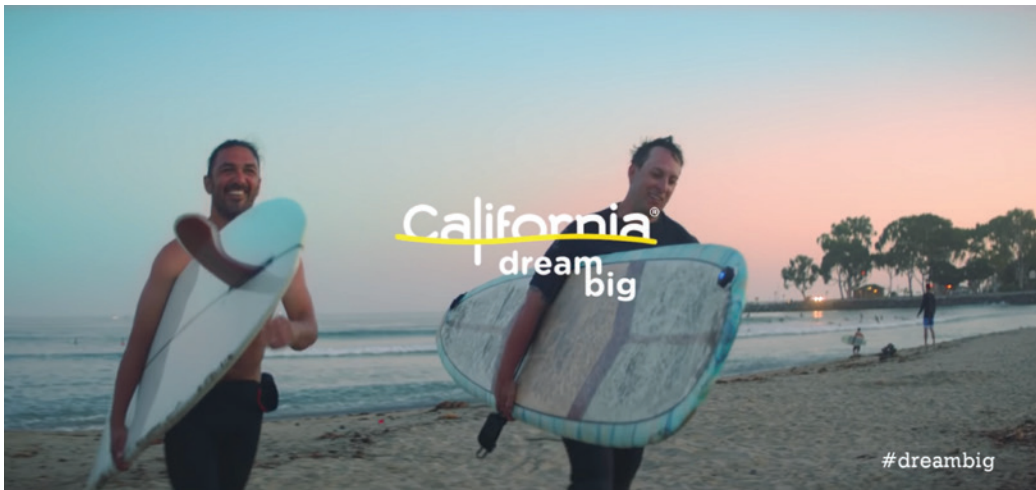# California. Dream Big.
Social Media Hashtag

The purpose of #dreambig is to drive engagement across social media channels. Whether incorporated into consumer advertising or included in social media posts, #dreambig is an invitation for users to participate in the conversation.

When using the hashtag, be sure that it is in a positive voice. The copy reflecting the brand voice should demonstrate aspirational language that says it's possible to chase and fulfill dreams of any kind in California.

When using the hashtag, adhere to the following rules:

- Always use lowercase 'd' and 'b' when using #dreambig

- Never capitalize all letters to read #DREAMBIG

- Never capitalize random letters to read #DreaMBiG

- Never separate the words to read #dream big or #Dream Big

- When #dreambig appears in color, use only a color from the primary CA color palette (CA Blue, CA Gold or CA Orange). Black and white are also permissable colors.

- Hashtag treatment (color and effects) should align with the logo treatment used on each piece.

- When #dreambig is used outside of body copy, use Geometric Slabserif 703 BT Medium font, and adhere to the minimum size and clear space standards detailed below.

"Dreamers" Video Example

#dreambig

Hashtag at 100% of Minimum Size
(Outside of Body Copy)

¹/₄"

#dreambig

Clear Space (Outside of Body Copy)

#dreambig

California. Dream Big.
Photography Usage

California is a state of immense beauty, diversity, energy and attitude. Our photography should always reflect those qualities. Whereas traditional tourism imagery takes a more literal view, California imagery should be seen through a Dream Big filter. This means showcasing our quirky, eclectic side through imagery that is unique, inspiring and outside the norm.

All hero photography should have an authentic quality in that the behavior feels real and human — in other words, documentary in style; never acted out or false.

Our ideal primary image should accomplish two goals — showing people living the California lifestyle and reflecting the California attitude, as well as showcasing the state's breathtaking scenery. Scale, action and attitude are all important to effectively paying off the promise of dreaming big.

Ask yourself the following when selecting hero images:

- Is the scenery in the image unmistakably California?
- Are you featuring people living the California lifestyle?
- Is the composition tasteful?
- Is the shot in color? And is that color vibrant?
- Does the lighting appear natural?
- Is the hero in photograph in focus?
- Does the shot have an obvious focal point?

PHOTOGRAPHY ACQUISITION

To access the Dream Big image library, go to **visitcalifornia.com/dams** and sign up for an account to view the royalty-free assets.
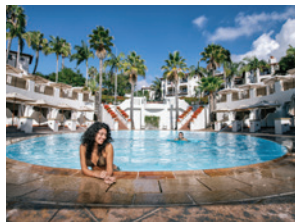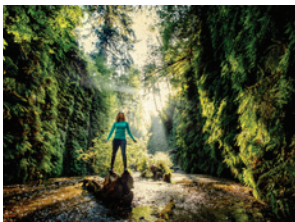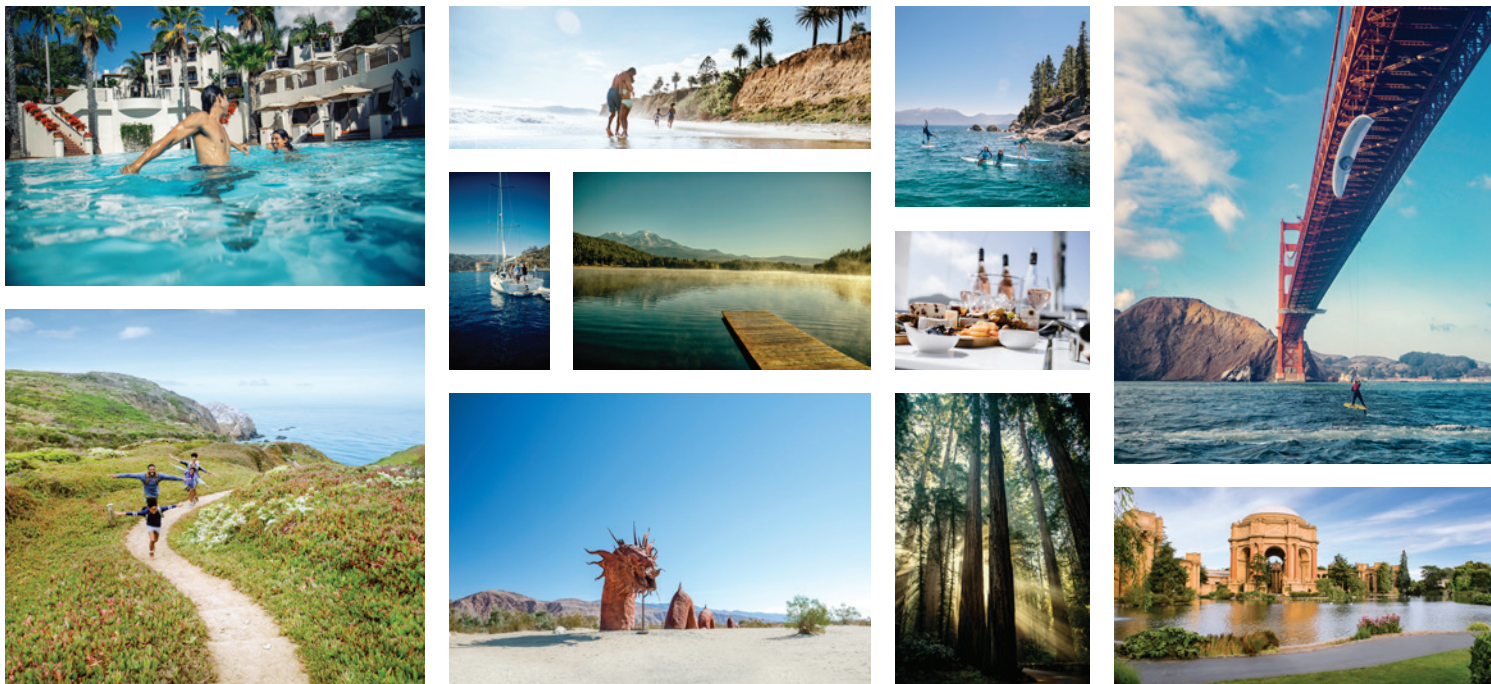
California. Dream Big.
Secondary Support Photography

Secondary photographs are intended to punctuate California's abundance. These photos should serve as support images to hero images, reinforcing the California attitude and showcasing specific landmarks, icons and geography. There are two types of secondary photographs: **scenic** and **lifestyle**.

Scenic: Scenic support images must be both visually stunning and distinctly Californian. Through scenery, the state's diverse geography can be showcased, from beaches and coastline to mountains, forests, valleys and deserts. Just as genuine emotion is captured in our hero photography, the right scenic image can evoke a sense of wonder and awe that is truly inspiring.

Lifestyle: Lifestyle support images should express the California attitude and feeling in glimpses. From the towering metal sculptures of Borrego Springs, to a sailboat floating off the coast of Catalina Island, these images give a broader context to California's diverse culture.

California. Dream Big.
Incorrect Photography

When selecting images for communications about California, please avoid photography that has any of the following characteristics:

a. No focal point; too busy

b. Disingenuous and forced

c. Cropped to eliminate important content

d. Distant aerial photography

e. Outdated fashion

f. "Playing to the camera" through unnatural or exaggerated poses

g. Unnatural light

h. Too small to be recognizable

a.

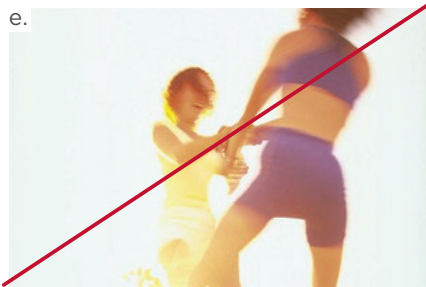No focal point, too busy
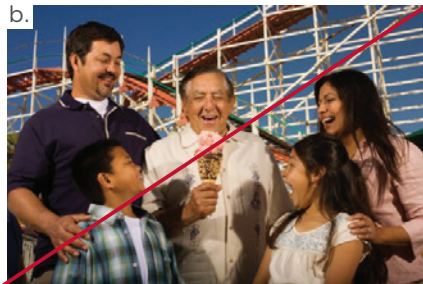
b.

Disingenuous and forced

c.

Cropped to eliminate important content
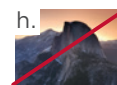
d.

Distant aerial photography

e.

Outdated fashion

f.

"Playing to the camera" through unnatural or exaggerated poses

g.

Unnatural light

h.

Too small to be recognizable

California. Dream Big.
"Come" Program Headlines

Entitled "COME," Visit California's foundational program is a call-to-action — emboldening potential visitors to stop dreaming and make their dreams come true. It features captivating photography that blends sense of place with up-close-and-personal, in-the-moment experiences with headlines that instill the underlying message that anything is possible in the Golden State.

Suggested "COME" headlines for each of the five key experience pillars — culinary, luxury, outdoor, entertainment and family — are provided below.

California. Dream Big.
"Come" Program Typography

The primary "COME" font, used for headlines and the "alldreamswelcome" hashtag, is Swistblnk Monthoers.

Because the primary font is a limited character set with no punctuation, KG Second Chances Solid is used for headline punctuation, while FF DIN Condensed is used for the hashtag symbol.

"COME." is always the dominant word in the headline. The secondary word should be approximately half the size (50%) of "COME."

Geometric 415 BT Black, set in all caps, is used for the "START NOW" call-to-action messaging.

To purchase these fonts, visit these websites:

Swistblnk Monthoers
http://www.swistblnk.com

KG Second Chances Solid
www.myfonts.com

Geometric 415 BT Black
www.myfonts.com

FF DIN
www.myfonts.com

Sample Headlines by Pillar

Culinary Pillar
COME. TASTE.
COME. INDULGE.

Entertainment Pillar
COME. FIND.
COME. IGNITE.

Luxury Pillar
COME. UNWIND.
COME. CHILL.
COME. SPLURGE.

Family Pillar
n/a — use KIDIFORNIA
program messaging

Outdoor Pillar
COME. WONDER.
COME. SEEK.
COME. PLAY.

Swistblnk Monthoers, Headlines & Hashtag

SWISTBLNK MONTHOERS
ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

KG Second Chances Solid, Headline Punctuation

KG Second Chances Solid

. , " " ' ' ( ) / : ; - ... < >

Geometric 415 BT Black, All Caps, Call to Action

GEOMETRIC 415 BT BLACK
ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FF DIN Condensed, Hashtag Symbol

FF Din Condensed
#

California. Dream Big.
"Come" Program Color Palette

The "COME" color palette consists of tints of the primary and secondary VCA colors shown below.

The corresponding PANTONE (spot) colors, and suggested CMYK, RGB and HEX builds, are included.

Headlines may also be set in white type.

Headline Color Palette

CA Gold
*PANTONE 7406
CØ M20 Y100 K2
R241 G196 BØ
HEX **F1C400**

*PANTONE 338 — 60% TINT
C54 MØ Y14 KØ
R102 G206 B221
HEX **66CEDD**

*PANTONE 7417 — 90% TINT
C6 M77 Y73 KØ
R227 G95 B76
HEX **E35F4C**

*PANTONE 361 — 75% TINT
C58 MØ Y83 KØ
R114 G196 B95
HEX **72C45F**

*PANTONE 214 — 75% TINT
CØ M75 Y25 K6
R218 G75 B143
HEX **DA4B8F**

CA Blue — 90% Tint
*PANTONE 7462 — 90% TINT
C91 M58 Y19 K3
R25 G102 B151
HEX **196697**

Call-to-Action Color Palette

*PANTONE 3125
C84 MØ Y18 KØ
RØ G174 B199
HEX **00AEC7**

*PANTONE® is a registered trademark of PANTONE, Inc. The colors shown here and throughout these guidelines may not match the PANTONE Color Standards.

California. Dream Big.
"Come" Style in Action

This section provides examples that illustrate the "COME" program in action. From advertising executions to social media practices to photography, the intent is to showcase the state's abundance, beauty and unique culture, and communicate that California is for dreams and dreamers.

Bringing the California attitude to life and paying off the Dream Big promise in consumer advertising is done through a combination of imagery and invitational calls to action. "COME" itself is a call to action, and features captivating iconic photography that blends sense of place and California's natural beauty with unique, eclectic experiences, along with headlines that instill the underlying message that anything is possible in the Golden State.

English Web Banners

Spanish Web Banner

PROGRAM GUIDELINES

Kidifornia
Program Introduction

California is now Kidifornia — where kids rule vacation!

California is "the ultimate family playground." With theme parks aplenty, plus state and national parks, beaches, zoos, aquariums and more, it's almost like the whole state was made for kids (and it brings out the playful side of parents too!). All of these awesome options make California one of the most kid-friendly places in the world, so we've changed the name from California to Kidifornia — where kids rule.

Overall, the voice of Kidifornia is upbeat, lighthearted and adventurous. It can range from informative tips and advice to just plain fun, and always celebrates the great experiences families can have in California.

Kidifornia
Program Mark

The Kidifornia program mark is intended to be used on medium- and dark-colored backgrounds. It is available in the color variations and arrangements shown below.

Color Reverse Textured Program Mark

Color Reverse Program Mark

White Reverse Textured Program Mark

White Reverse Program Mark

Color Reverse Program Mark (CHINA)

Horizontal Color Reverse Textured Program Mark

Horizontal Color Reverse Program Mark

Horizontal White Reverse Textured Program Mark

Horizontal White Reverse Program Mark

Horizontal Color Reverse Program Mark (CHINA)

Kidifornia
Program Mark (continued)

The minimum size the program mark may be reproduced in print is 0.75 inches wide. The minimum size the horizontal program mark may be reproduced in print is 1.25 inches wide. These minimum sizes ensure the entire program mark is legible.

The minimum required clear space surrounding the mark is equal to the height of the 'N' in the word 'KIDIFORNIA.' Text should not be placed within the clear space, but may align with the edge of the clear space. Please respect the clear space on all four sides of the mark.

Program Mark Minimum Sizes

0.75"

1.25"

Program Mark Clear Space

Kidifornia
Program Mark Usage on Backgrounds

Use the Kidifornia program mark on dark backgrounds that offer a bold contrast to the mark. Always strive for maximum clarity. When using the program mark on photographs, be sure the background is subtle enough that it does not interfere in any way with the legibility of the mark.

Kidifornia
Incorrect Program Mark Usage

a. Do not add a prominent drop shadow or outer glow to the program mark; it interferes with legibility.

b. Do not recreate any part of the mark.

c. Do not remove any elements of the mark.

d. Do not alter the relationship between the mark elements.

e. Do not reproduce the mark in any color(s) other than those approved.

f. Do not stretch or distort the mark disproportionately.

Acceptable

Unacceptable

a.

b.

c.

d.

e.

f.

Kidifornia
Program Color Palette

The primary colors of the campaign program mark are CA Gold and CA Red.

The color Cyan is used for call-to-action messaging in campaign web banners.

The corresponding PANTONE (spot) colors, and suggested CMYK, RGB and HEX builds, are shown below.*

Kidifornia
Program Typography

The Sunrise International and Lemon Yellow Sun fonts have been selected for use in all Kidifornia campaign messaging. These fonts have great personality reflective of the Kidifornia attitude.

To purchase these fonts, visit these websites:

Sunrise International
www.sellfy.com

Lemon Yellow Sun
www.myfonts.com

Program Mark Color Palette

CA Gold
*PANTONE 7406
CØ M20 Y100 K2
R241 G196 BØ
HEX F1C400

CA Red
*PANTONE 187
C7 M100 Y82 K26
R166 G25 B46
HEX A6192E

Call-to-Action Color Palette

Cyan
*PANTONE PROCESS CYAN
C100 M0 Y0 K0
R0 G174 B239
HEX 00AEEF

*PANTONE® is a registered trademark of PANTONE, Inc. The colors shown here and throughout these guidelines may not match the PANTONE Color Standards.

Sunrise International,
Headlines & Calls-to-Action

SUNRISE INTERNATIONAL
AABBCCDD1234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lemon Yellow Sun,
Body Copy & Hashtags

LEMON YELLOW SUN
AABBCCDD1234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Kidifornia
Hashtag Usage

The following hashtag is used in social media:

#kidifornia

The hashtag is not to be used in banners and native situations outside of social media. On creative, the font to use for the hashtag is Lemon Yellow Sun.

Kidifornia
Photography Usage

Like all Visit California photography, the landscape and the people are two equally important co-stars. At least one child should be included in each photo, and while family members aren't a must, they should be included if possible. The scenes should feel joyous, fun, relatable, spontaneous and cute. Landscapes should be full of beautiful blue skies and sunshine, featuring iconic California experiences and locations whenever possible. California's population is diverse, and our talent should also reflect that.

PHOTOGRAPHY ACQUISITION

To access the Dream Big family image library, go to **visitcalifornia.com/dams** and sign up for an account to view the royalty-free assets.

Hashtag Treatment on Creative

#KIDIFORNIA

Hashtag Font: Lemon Yellow Sun

LEMON YELLOW SUN
ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Kidifornia
Style in Action

This section provides examples that illustrate the Kidifornia program in action. From advertising executions to social media practices to photography, the intent is to showcase the state as the ultimate family playground.

Bringing the California attitude to life and paying off the Dream Big promise in consumer advertising is done through a combination of imagery and invitational calls to action. Kidifornia features captivating iconic photography that blends sense of place and California's natural beauty with unique, eclectic family experiences, along with headlines that instill the underlying message that anything is possible in the Golden State.

Web Banners

International Examples

The Golden State of Luxury Program Introduction

California's distinct vibe, combined with an unparalleled roster of upscale travel experiences, delivers a unique kind of luxury that we have positioned and defined as "laid-back luxury." Like all things Californian, our approach to luxury is guided by an open and adventurous spirit, a playful attitude and a love of the original, the unique and the innovative. We believe in luxury that is personal and unburdened by stuffy or staid traditions. California embraces a relaxed approach to the elevated and extraordinary that is free of pretense, but full of passion, enthusiasm and discovery.

The Golden State of Luxury Program Mark

The Golden State of Luxury program mark consists of three elements, much like the original California Dream Big logo. These three elements include the all-caps customized CALIFORNIA typesetting, the golden ring and a more subtle version of the wave element.

The golden ring symbolizes the California sun and represents the gold standard of luxury experiences that California offers.

The wave shape is more subtle than that of the California Dream Big logo.

Color Reverse Program Mark — Gradient

Color Program Mark — Gradient

Color Reverse Program Mark — Solid

Color Program Mark — Solid

One-Color Program Mark — Gold

One-Color Program Mark — White

One-Color Program Mark — Black

The Golden State of Luxury
Program Mark (continued)

The minimum size the Golden State of Luxury program mark may be reproduced in print is 2 inches wide. This ensures the entire logo is legible.

Please do not crowd the the Golden State of Luxury program mark by setting it close to other graphics or text.

The minimum required clear space surrounding the mark is equal to the height of the 'N' in the word 'California.' Text should not be placed within the clear space, but may align with the edge of the clear space. Please respect the clear space on all four sides of the mark.

Program Mark Minimum Size

Program Mark Clear Space

The Golden State of Luxury
Program Mark Usage on Backgrounds

Use the Golden State of Luxury program mark on backgrounds that offer a bold contrast to the mark. Always strive for maximum clarity. When using the program mark on photographs, be sure the background is subtle enough that it does not interfere in any way with the legibility of the mark. When the background is dark, the reverse version of the mark should be used.
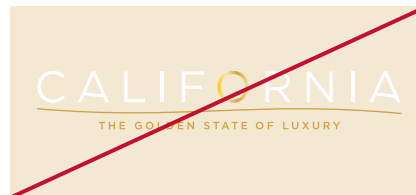
The Golden State of Luxury
Incorrect Program Mark Usage

a. Do not add a prominent drop shadow or outer glow to the program mark; it interferes with legibility.

b. Do not recreate any part of the mark.

c. Do not remove any elements of the mark.

d. Do not alter the relationship between the mark elements.

e. Do not reproduce the mark in any color(s) other than those approved.

f. Do not stretch or distort the mark disproportionately.

Acceptable

Unacceptable

a.

d.

b.

e.

c.

f.

The Golden State of Luxury
Program Color Palette

The Golden State of Luxury program mark is comprised of Rich Black (or white on reverse applications) and California Gold along with a Golden Blend.

The Golden Blend consists of a gradated blend of California Gold, California Sunshine and California Sand. The proper build for the Golden Blend is specified below, along with corresponding PANTONE (spot) colors, and suggested CMYK, RGB and HEX builds.
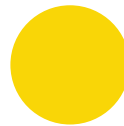
Program Mark Colors

Rich Black
*PANTONE BLACK C
C67 M64 Y67 K67
R45 G42 B38
HEX 2D2A26

California Gold
*PANTONE 7407 C
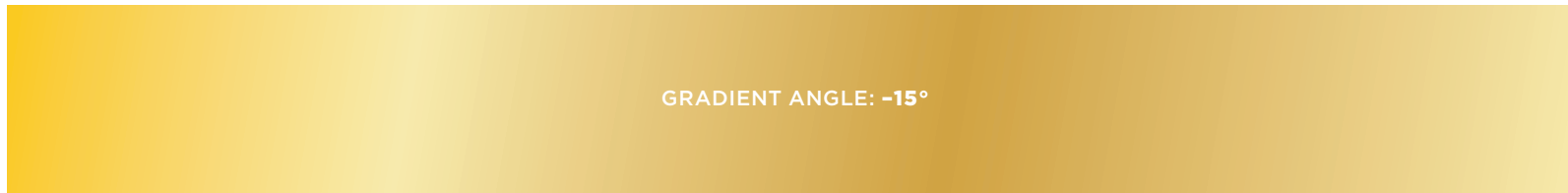C20 M36 Y78 K0
R205 G160 B83
HEX CDA053

California Sunshine
*PANTONE 123 C
C0 M23 Y91 K0
R255 G199 B42
HEX FFC72A

California Sand
*PANTONE 7499 C
C5 M7 Y34 K0
R242 G229 B179
HEX F2E5B3

Golden Blend

GRADIENT ANGLE: –15°

CALIFORNIA SUNSHINE
LOCATION 0%

CALIFORNIA SAND
LOCATION 25%

CALIFORNIA GOLD
LOCATION 60%

CALIFORNIA SAND
LOCATION 100%

*PANTONE® is a registered trademark of PANTONE, Inc. The colors shown here and throughout these guidelines may not match the PANTONE Color Standards.

The Golden State of Luxury
Program Typography

The Gotham and PT Serif Pro font families have been selected for use in all Golden State of Luxury brand communications using the Roman alphabet. These fonts have great personality, offer flexibility and have a comprehensive range of weights for all creative needs.

To purchase these fonts, visit these websites:

Gotham
www.typography.com

PT Serif Pro
www.myfonts.com

Gotham Family, Headlines, Subheads and First-Level Pull Quotes

Gotham

AaBbCcDd1234

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Light
Gotham Book
Gotham Bold

PT Serif Pro Family, Body Copy and Second-Level Pull Quotes

PT Serif Pro

AaBbCcDd**1234**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PT Serif Pro
PT Serif Pro Italic
PT Serif Pro Bold
PT Serif Pro Bold Italic

The Golden State of Luxury
Program Typography in Action

Typography is an important component of the California brand, used to convey our distinct attitude and personality.

Editorial Type Hierarchy*

H E A D L I N E Gotham Book

Intro Text Gotham Light

SUBHEAD 1 Gotham Bold

Subhead 2 Gotham Book

Body Text PT Serif Pro

PULL quote 1 Gotham Medium

***Pull** quote 2* PT Serif Pro Bold Italic/Italic

*Shown smaller than recommended sizes.

Sample Editorial Layout*

G O L D E N   S T A T E

Ecabo. Iquis sit, aute sum facerum rerrum.

STATE OF LUXURY

Em quassun turesectio ommodiorepel magnis re doluptam, quia quidella et ut fugitam, vellori bla comnis et ea qui ditata volluptat doluptaquo volor sinumet ipsapicat mos volo bea int estorro ipsam que porum quis ullecer uptamendis mosam quid es quis ut harciae nienis quae porepro vitaturero. Ecabo. Iquis sit, aute sum facerum rerrum quiate labor antusa seceaqui rectet adiam.

PULL QUOTE SAMPLE 1
Em quassun turesectio ommodiorepel magnis doluptam, quia quidella

Second Tier SubHead

Nam, nos esto tem intis nam, sequatione laborro blaccum aut modis de nimagni blacestium di corem quos rectus sequis sedisitaqui aut enimusa cusdaecum faces magnimi, suntis eatiorrum eum et quia simus quossi doluptat pro etatur? Dolescias maio tem sum autatias dis que faces magnimi.

***Pull Quote Sample 2** Em quassun turesectio ommodiorepel magnis re doluptam quidella*

Sample Display Headline (Gotham Bold)*

> # THE
> # GOLDEN STATE
> # OF
> # LUXURY

Sample Display Headline with Subhead and Decorative Element (Gotham Bold/Book)*

> # NEWPORT BEACH
> ### THE RESORT AT PELICAN HILL

The Golden State of Luxury
Program Photography

California is a state of immense beauty, diversity, energy and attitude. It's also defined by a unique kind of luxury. "Laid-back luxury."

To add visual interest to compositions that use multiple photos, a mixture of three distinctive image treatments should be used:
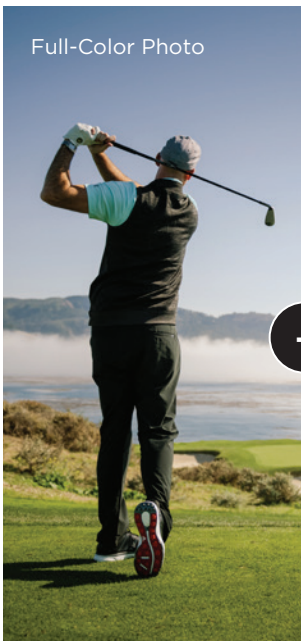
1. Full-Color Iconic

2. Black and White Textural

3. Gold-Washed Luxury

The golden wash is added to select photos in order to add richness and warmth, but not obscure California's incredible weather. Think of it as an golden lens through which we are showing California's upscale experiences — The Golden State of Luxury brought to life.
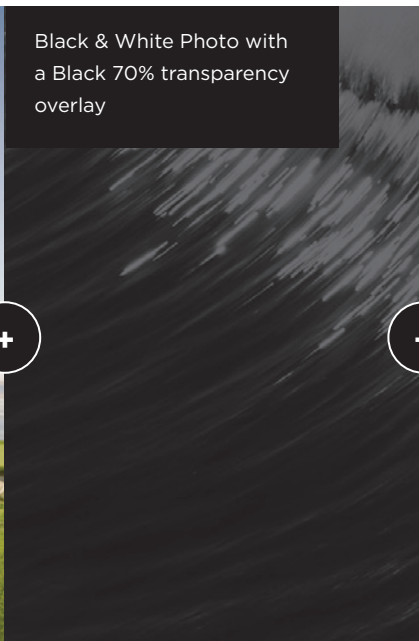
1. Full-Color Iconic

Full-Color Photo

2. Black and White Textural

Black & White Photo with a Black 70% transparency overlay

3. Gold-Washed Luxury

Partially desaturated Color Photo with a Gold Blend multiplied overlay

Gold Wash overlay build process

Luxury Photo

Partial Desaturation

Gold Blend

Gold Blend Multiplied
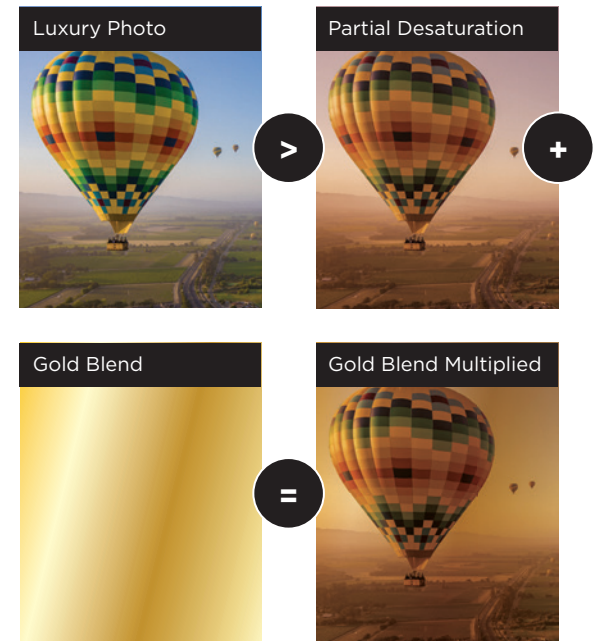
The Golden State of Luxury
Style in Action

This section provides examples that illustrate the luxury brand in action. From advertising executions to social media practices to photography, the intent is to showcase the state's laid-back luxury: a mix of playful attitude, unique experiences, stunning locations and indulgent moments.

The Golden State of Luxury program features captivating iconic photography that blends sense of place and California's natural beauty with luxurious experiences.

Signage & Environmental Graphics
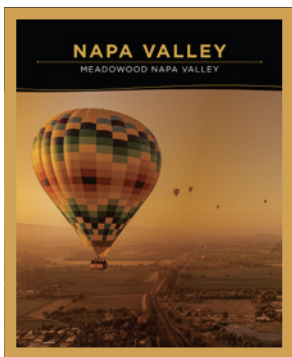
Dream365TV
Program Introduction

Dream365TV is our online network fueled by big dreams and those who never stop chasing them. Through enticing video content, consumers are invited to find a dream, fuel a dream or just watch something awesome.

Color Program Mark

Color Reverse Program Mark

Solid Color Program Mark

Color OTT Program Mark

Color Reverse OTT Program Mark

Dream365TV
Program Mark Minimum Size

The minimum size the Dream365TV program mark may be reproduced in print is 0.75 inches wide. This ensures the entire mark is legible.

Dream365TV
Program Mark Clear Space

The minimum required clear space surrounding the mark is equal to the height of the 'D' in the word 'DREAM.' Text should not be placed within the clear space, but may align with the edge of the clear space. Please respect the clear space on all four sides of the mark.

Program Mark Minimum Size

0.75"

Program Mark Clear Space

Dream365TV
Program Mark Usage on Backgrounds

Use the Dream365TV program mark on backgrounds that offer a bold contrast to the mark. Always strive for maximum clarity. When using the program mark on photographs, be sure the background is subtle enough that it does not interfere in any way with the legibility of the mark. When the background is dark, the reverse version of the mark should be used.

These guidelines apply to both the standard and OTT versions of the mark.

Dream365TV
Incorrect Program Mark Usage

a. Do not add a prominent drop shadow or outer glow to the program mark; it interferes with legibility.

b. Do not recreate any part of the mark.

c. Do not remove any elements of the mark.

d. Do not alter the relationship between the mark elements.

e. Do not reproduce the mark in any color(s) other than those approved.

f. Do not stretch or distort the mark disproportionately.

These guidelines apply to both the standard and OTT versions of the mark.

Acceptable

Unacceptable

a.

b.

c.

d.

e.

f.

Dream365TV
Program Mark Color Palette

The colors of the campaign program mark are CA Blue,
Red-Orange and Light Blue.

The corresponding PANTONE (spot) colors, and suggested
CMYK, RGB and HEX builds, are shown below.*

Dream365TV
Hashtag Usage

The following hashtag can be used in social media:

#visitcalifornia

Program Mark Color Palette

CA Blue
*PANTONE 7462
C100 M48 Y6 K30
RØ G85 B140
HEX **00558C**

Red-Orange
*PANTONE 7417
C1 M83 Y85 KØ
R224 G78 B57
HEX **E04E39**

Light Blue
*PANTONE 2915
C60 M9 YØ KØ
R98 G181 B229
HEX **62B5E5**

Additional OTT Logo Color

Light Orange
*PANTONE 1375
CØ M45 Y95 KØ
R249 G157 B44
HEX **F99D2C**

*PANTONE® is a registered trademark of PANTONE, Inc.
The colors shown here and throughout these guidelines
may not match the PANTONE Color Standards.

California Dreamers
Program Introduction

When you have a Californian's dream-it-do-it attitude, incredible things can happen every day. This inspiring and entertaining original series profiles people in California who are chasing their dreams and making them come true. They are encouraging and heartening, each one leaving the viewer feeling empowered, excited and awestruck. Each mini-documentary is styled slightly differently in order to reflect the person and the story.

California Dreamers
Program Mark

The minimum size the California Dreamers program mark may be reproduced in print is 1 inch wide. This ensures the entire mark is legible.

The minimum required clear space surrounding the mark is equal to width of the 'E' in the word 'DREAMERS.' Text should not be placed within the clear space, but may align with the edge of the clear space. Please respect the clear space on all four sides of the mark.

Color Program Mark

Program Mark Minimum Size

1"

Color Reverse Program Mark

Program Mark Clear Space

California Dreamers
Program Mark Usage on Backgrounds

Use the California Dreamers program mark on backgrounds that offer a bold contrast to the mark. Always strive for maximum clarity. When using the program mark on photographs, be sure the background is subtle enough that it does not interfere in any way with the legibility of the mark. When the background is dark, the reverse version of the mark should be used.
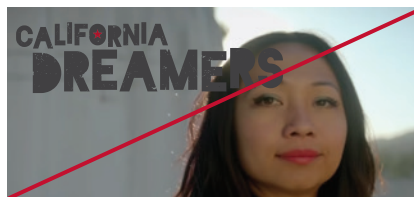
California Dreamers
Incorrect Program Mark Usage

a.   Do not add a prominent drop shadow or outer glow to the program mark; it interferes with legibility.

b.   Do not recreate any part of the mark.

c.   Do not remove any elements of the mark.

d.   Do not alter the relationship between the mark elements.

e.   Do not reproduce the mark in any color(s) other than those approved.

f.   Do not stretch or distort the mark disproportionately.
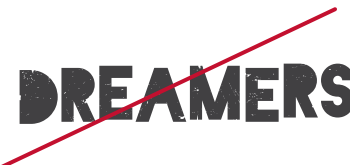
Acceptable

Unacceptable

a.

b.

c.

d.

e.

f.

California Dreamers
Program Typography

FF DIN Bold, set in all caps, with the letterform counters removed, is used for California Dreamers headline and call-to-action type.

Gotham Rounded Bold is used for body copy.

Geometric Slabserif 730 BT, in Light or Medium weight, is used for video supers.

To purchase these fonts, visit these websites:

FF DIN
www.myfonts.com

Geometric Slabserif 703 BT
www.myfonts.com

Gotham Rounded
www.typography.com

California Dreamers
Program Mark
Color Palette

The primary colors of the California Dreamers program mark are Dark Gray and Red.

The corresponding PANTONE (spot) colors, and suggested CMYK, RGB and HEX builds, are shown below.*

FF DIN Bold (modified), All Caps, Headlines and Calls-to-Action

FF DIN BOLD
ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Rounded Bold, Body Copy

Gotham Rounded Bold
AaBbCcDd1234

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Geometric Slabserif 703 BT, Video Supers

Geometric Slabserif 703 BT

AaBbCcDd1234

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Geometric Slabserif 703 BT Light
Geometric Slabserif 703 BT Medium

Dark Gray
*PANTONE 419 U
C68 M62 Y58 K45
R66 G65 B67
HEX 424143

Red
*PANTONE 187
C7 M100 Y82 K26
R166 G25 B46
HEX A6192E

White
C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFF

*PANTONE® is a registered trademark of PANTONE, Inc. The colors shown here and throughout these guidelines may not match the PANTONE Color Standards.

California Dreamers
Hashtag Usage

The following hashtags can be
used in social media:

#californiadreamer

#visitcalifornia

California Dreamers
Style in Action

This section provides examples that illustrate the Dreamers brand in action. From advertising executions to social media practices to photography, the intent is to showcase California's dream-it-do-it attitude and inspire others to take on their dreams.

Bringing the California attitude to life and paying off the Dream Big promise in consumer advertising is done through a combination of imagery and invitational calls to action. The California Dreamers program features captivating iconic photography that blends sense of place with empowering stories, conveying the underlying message that anything is possible in the Golden State.

Video Supers

Jonny Moseley's Wildest Dreams
Program Introduction

Jonny Moseley is a thrill-seeker at heart. He is always dreaming about the next adrenaline rush, the next physical challenge. Jonny Moseley's Wildest Dreams is a fun, action-packed series that is taking Jonny across California to check off his outdoor adventure bucket list, while meeting experts, celebrities and friends who help him along the way.

Jonny Moseley's Wildest Dreams
Program Mark

The minimum size of the Jonny Moseley's Wildest Dreams program mark may be reproduced in print is 1.25 inches wide. This ensures the entire mark is legible.

The minimum required clear space surrounding the mark is equal to the height of the "d" in the world "Wildest." Text should not be placed within the clear space, but may align with the edge of the clear space. Please respect the clear space on all four sides of the mark.
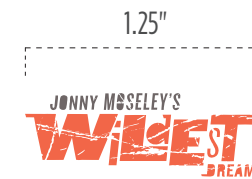
Red-Orange Program Mark

Red-Orange Reverse Program Mark
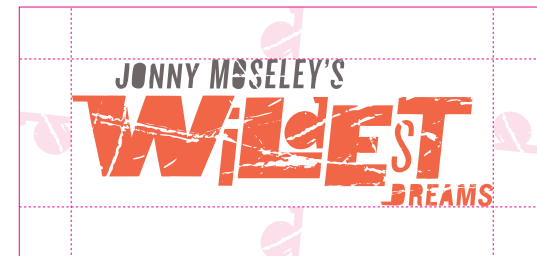
Program Mark Minimum Size

1.25"

Light Blue Program Mark

Light Blue Reverse Program Mark

Program Mark Clear Space

Jonny Moseley's Wildest Dreams
Program Mark Usage on Backgrounds

Use the Jonny Moseley's Wildest Dreams program mark on backgrounds that offer a bold contrast to the mark. Always strive for maximum clarity. When using the program mark on photographs, be sure the background is subtle enough that it does not interfere in any way with the legibility of the mark. When the background is dark, the reverse version of the mark should be used.
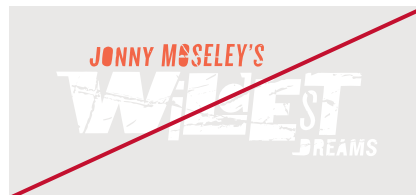
Jonny Moseley's Wildest Dreams
Incorrect Program Mark Usage

a. Do not add a prominent drop shadow or outer glow to the program mark; it interferes with legibility.

b. Do not recreate any part of the mark.

c. Do not remove any elements of the mark.

d. Do not alter the relationship between the mark elements.

e. Do not reproduce the mark in any color(s) other than those approved.

f. Do not stretch or distort the mark disproportionately.

Acceptable

Unacceptable

a.

b.

c.

d.

e.

f.

Jonny Moseley's Wildest Dreams
Program Mark Color Palette

The primary colors of the Jonny Moseley's Wildest Dream program mark are Red-Orange, Light Blue and Gray.

The corresponding PANTONE (spot) colors, and suggested CMYK, RGB and HEX builds, are shown below.*

Jonny Moseley's Wildest Dreams
Program Typography

Knockout No. 67 Full Bantamweight, set in all caps and italicized, is used for all Jonny Moseley's Wildest Dreams typography, including headlines, body copy, calls-to-action and video supers.

To purchase this font, visit these websites:

www.typography.com

Red-Orange — 90% Tint
*PANTONE 7417 — 90% TINT
CØ M75 Y75 KØ
R239 G102 B79
HEX **EF664F**

Light Blue
*PANTONE 2915
C60 M9 YØ KØ
R98 G181 B229
HEX **62B5E5**

Gray
*PANTONE 410 C
C56 M53 Y51 K19
R110 G103 B102
HEX **6E6766**

Knockout No. 67 Full Bantamweight, all caps & italicized

KNOCKOUT NO. 67 FULL BANTAMWEIGHT

ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

*PANTONE® is a registered trademark of PANTONE, Inc. The colors shown here and throughout these guidelines may not match the PANTONE Color Standards.

Jonny Moseley's
Wildest Dreams
Hashtag Usage

The following hashtags can be
used in social media:

#jmwildestdreams
#dreambig
#visitcalifornia

Jonny Moseley's
Wildest Dreams
Style in Action

This section provides examples that illustrate Jonny
Moseley's Wildest Dreams in action. From advertising
executions to social media practices to photography,
the intent is to showcase California's myriad outdoor
adventure options and epic natural beauty.

Hashtag Creative Treatment

#JMWILDESTDREAMS

Hashtag Font:
Knockout No. 67 Full Bantamweight,
all caps & italicized

KNOCKOUT NO. 67
FULL BANTAMWEIGHT

ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Video Supers

California Dream Eater
Program Introduction

California is a foodie's paradise. From celebrated culinary cities to delicious hometown haunts waiting to be discovered, there's something scrumptious for everybody. Whether you're dreaming of flaming drinks or fresh caught uni, California Dream Eater proudly, passionately and hilariously travels the state to eat your dream meals for you. Why? Because his fans on Instagram told him to.

California Dream Eater doesn't take himself too seriously. The program voice is positive, personable and punny with just a dash of the educational. Since the Dream Eater character is a food lover, not a food expert, the brand tone should be approachable, conversational and complimentary. The program personality and attitude are further defined by over-the-top jokes, a splash of self-deprecating humor and an affable willingness to go anywhere and try anything.

Color Program Mark

Reverse Program Mark

Horizontal Color Program Mark

Horizontal Reverse Program Mark

California Dream Eater
Program Mark
Minimum Sizes

The minimum size the California Dream Eater program mark may be reproduced in print is 1 inch wide.

The minimum size the horizontal California Dream Eater program mark may be reproduced in print is 2 inches wide.

These minimum sizes ensure the entire mark is legible.

California Dream Eater
Program Mark Clear Space

Please do not crowd the California Dream Eater program mark by setting it close to other graphics or text.

The minimum required clear space surrounding the mark is equal to the height of the bowtie/noodle. Text should not be placed within the clear space, but may align with the edge of the clear space. Please respect the clear space on all four sides of the mark.

Program Mark Minimum Size

1"

Program Mark Clear Space

Horizontal Program Mark Clear Space

Horizontal Program Mark Minimum Size

2"

California Dream Eater
Program Mark Usage on Backgrounds

Use the California Dream Eater program mark on backgrounds that offer a bold contrast to the mark. Always strive for maximum clarity. When using the program mark on photographs, be sure the background is subtle enough that it does not interfere in any way with the legibility of the mark. When the background is dark, the reverse version of the mark should be used.

California Dream Eater
Incorrect Program Mark Usage

a. Do not add a prominent drop shadow or outer glow to the program mark; it interferes with legibility.

b. Do not recreate any part of the mark.

c. Do not remove any elements of the mark.

d. Do not alter the relationship between the mark elements.

e. Do not reproduce the mark in any color(s) other than those approved.

f. Do not stretch or distort the mark disproportionately.

Acceptable

Unacceptable

a.

b.

c.

d.

e.

f.

California Dream Eater
Program Mark
Color Palette

The primary colors of the California Dream Eater program mark are CA Orange and Light Blue.

The corresponding PANTONE (spot) colors, and suggested CMYK, RGB and HEX builds, are shown below.*

California Dream Eater
Program Typography

The Whachouse font is used for headlines.

Neutraface Text Bold Alt is used for body copy and calls-to-action.

Gotham Rounded Bold is used for video supers.

To purchase these fonts, visit these websites:

Whachouse
www.houseind.com

Neutraface Text Bold Alt
www.houseind.com

Gotham Rounded
www.typography.com

CA Orange
*PANTONE 716
CØ M61 Y99 KØ
R234 G118 BØ
HEX **EA7600**

Light Blue
*PANTONE 2915
C60 M9 YØ KØ
R98 G181 B229
HEX **62B5E5**

*PANTONE® is a registered trademark of PANTONE, Inc. The colors shown here and throughout these guidelines may not match the PANTONE Color Standards.

Whachouse, Headlines

WHACHOUSE
ABCD1234
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Neutraface Text Bold Alt, Body Copy and Calls-to-Action

Neutraface Text Bold Alt
AaBbCcDd1234
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Rounded Bold, Video Supers

Gotham Rounded Bold
AaBbCcDd1234
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

California Dream Eater Hashtag Usage

The following hashtag is to be used in social media:

#DreamEats

When appearing in creative, the hashtag should be set in Neutraface Text Bold font.

California Dream Eater Photography Usage

California Dream Eater celebrates the delicious culinary offerings around the state. Photography should be tasteful (pun intended), appetizing and bright. Food photography should be entirely focused on the food and should not feature people or excessive background visuals. With each photo, we hope to make viewers' mouths water and compel them to further engage with the Dream Eater Instagram account.

Ask yourself the following when selecting hero images:
• Is the food in the image from a California restaurant?
• Is the composition tasteful and appetizing?
• Is the shot in color? And is that color vibrant?
• Does the lighting appear natural?
• Is the food in focus?
• Does the shot have an obvious focal point?

PHOTOGRAPHY ACQUISITION

To access the California Dream Eater image library, go to **visitcalifornia.com/dams** and sign up for an account to view the royalty-free assets.

Hashtag Creative Treatment

#DreamEats

Hashtag Font:
Neutraface Text Bold

Neutraface Text Bold Alt
AaBbCcDd1234
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

California Dream Eater
Style in Action

This section provides examples that illustrate Dream Eater in action. From advertising executions to social media practices to photography, the intent is to showcase the state's abundantly delicious and innovative cuisine.

Web Banner
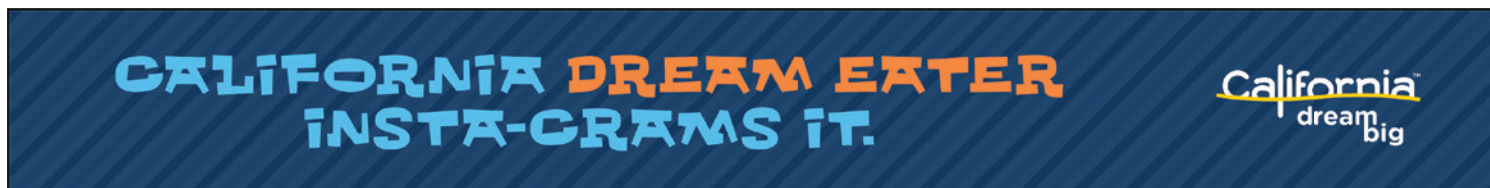
Catch the Winter Wave
Program Introduction

Ingrained in California skiing is a connection between the worlds of surf and snow, beach and mountain peak. So how do we promote winter in a way that is uniquely Californian? We do it with an aesthetic that we already own — the California Beach Lifestyle. We invite winter travelers to Catch the Winter Wave. Using the globally famous attitude and language California is known for, we show why winter here is different from anywhere else. The Winter Wave is everything from building a surfer snowman, to a bluebird powder day, to the way we après. And it's awesome.

Color Program Mark — Orange

Color Program Mark — Blue

Reverse Program Mark

Horizontal Color Program Mark — Orange

Horizontal Color Program Mark — Blue

Horizontal Reverse Program Mark

Catch the Winter Wave
Program Mark
Minimum Size

The minimum size the Catch the Winter Wave program mark may be reproduced in print is 1 inch wide.
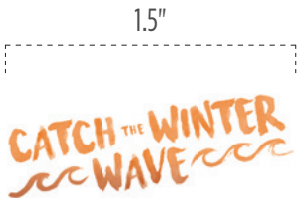
The minimum size the Catch the Winter Wave horizontal program mark may be reproduced in print is 1.5 inches wide.

These minimum sizes ensure the entire mark is legible.

Catch the Winter Wave
Program Mark Clear Space

Please do not crowd the Catch the Winter Wave program mark by setting it close to other graphics or text.

The minimum required clear space surrounding the mark is equal to the height of the 'E' in the word 'WAVE.' Text should not be placed within the clear space, but may align with the edge of the clear space. Please respect the clear space on all four sides of the mark.

Program Mark Minimum Size

1"

Horizontal Program Mark Minimum Size

1.5"

Program Mark Clear Space

Horizontal Program Mark Clear Space

Catch the Winter Wave
Program Mark Usage on Backgrounds

Use the Catch The Winter Wave program mark on backgrounds that offer a bold contrast to the mark. Always strive for maximum clarity. When using the program mark on photographs, be sure the background is subtle enough that it does not interfere in any way with the legibility of the mark. When the background is dark, the reverse version of the mark should be used.

Catch the Winter Wave
Incorrect Program Mark Usage

a. Do not add a prominent drop shadow or outer glow to the program mark; it interferes with legibility.

b. Do not recreate any part of the mark.

c. Do not remove any elements of the mark.

d. Do not alter the relationship between the mark elements.

e. Do not reproduce the mark in any color(s) other than those approved.

f. Do not stretch or distort the mark disproportionally.

Acceptable

Unacceptable

a.

b.

c.

d.

e.

f.

Catch the Winter Wave
Hashtag Usage

The following hashtag is used in social media:

#catchthewinterwave

When used in creative, the hashtag must be set in Surfing Capital font and have either the orange or blue gradient applied to it (see previous page for color and font specifications).

Catch the Winter Wave
Photography Usage

In the Catch The Winter Wave program, visuals support the fusion of surf and snow culture. The photography captures stunning mountains and snowy surroundings, and depicts Californians as adventurous and lighthearted summer spirit. The scenes should feel fun, relatable and spontaneous. Though it may be hard to capture diversity and facial expressions in snow gear, we should still try to capture emotional moments where people are connecting with each other and reacting to the world around them.

PHOTOGRAPHY ACQUISITION

To access the Dream Big outdoor image library, go to **visitcalifornia.com/dams** and sign up for an account to view the royalty-free assets.

Hashtag Creative Treatment

#CATCHTHEWINTERWAVE

#CATCHTHEWINTERWAVE

#CATCHTHEWINTERWAVE

See the previous page for color and font specifications.

Catch the Winter Wave
Style in Action

This section provides examples that illustrate Catch The Winter Wave in action. From advertising executions to social media practices to photography, the intent is to showcase winter in California.

Bringing the California attitude to life and paying off the Dream Big promise in consumer advertising is done through a combination of imagery and invitational calls to action. The campaign features captivating iconic photography and headlines that blend winter activities with California's surf culture.

Web Banners

California Road Trip Republic Program Introduction

People of all kinds, from every corner of the world, come to California to roam, gaze, taste, connect, unplug and discover.

These intrepid explorers make their way across California's 400,000 miles of roadways and 840 miles of coastline, choosing the freedom of travel on their own terms, discovering historic landmarks and monuments as well as hidden gems and hot spots along the way.

This is the California Road Trip Republic — a state and state of mind, destination and life-changing journey — where bold adventurers come in search of bucket-list experiences, awe-inspiring escapades and transformation through transportation.

California Road Trip Republic Program Mark

The color versions of the California Road Trip Republic program mark offer the flexibility to be used on light-, medium- and dark-colored backgrounds. It is available in the variations shown below and on the following page.

FILE FINDER

Images > Rights-Managed > Visit California > Logos > Consumer Logos > Campaigns > Road Trip Republic

Full Color Textured Program Mark

Full Color Program Mark

Simplified Color Textured Program Mark

Simplified Color Program Mark

One-Color Textured Program Mark

One-Color Program Mark

Black Textured Program Mark

Black Program Mark

White Textured Program Mark

White Program Mark

California Road Trip Republic
Program Mark

The color versions of the California Road Trip Republic program mark offer the flexibility to be used on light-, medium- and dark-colored backgrounds. It is available in the variations shown below and on the previous page.

Full Color Textured
Program Mark

Full Color
Program Mark

Simplified Color Textured
Program Mark

Simplified Color
Program Mark

One-Color Textured
Program Mark

One-Color
Program Mark

Black Textured
Program Mark

Black
Program Mark

White Textured
Program Mark

White
Program Mark

California Road Trip Republic
Program Mark — China

California Road Trip Republic is localized in China as California Road Trip Alliance. The California Road Trip Alliance program mark is available in the variations shown below.

Full Color
Textured
Program Mark

Full Color
Program Mark

One-Color
Textured
Program Mark

One-Color
Program Mark

Black Textured
Program Mark

Black
Program Mark

White
Textured
Program Mark

White
Program Mark

Full Color Textured
Program Mark

Full Color
Program Mark

One-Color Textured
Program Mark

One-Color
Program Mark

Black Textured
Program Mark

Black
Program Mark

White Textured
Program Mark

White
Program Mark

California Road Trip Republic
## Program Mark Minimum Size

The minimum size the primary program mark may be reproduced in print is 0.75 inches wide. The minimum size the secondary/horizontal program mark may be reproduced in print is 0.75 inches tall. These minimum sizes ensure the entire program mark is legible.

California Road Trip Republic
Program Mark Clear Space

Please do not crowd the California Road Trip Republic program mark by setting it close to other graphics or text.

The minimum required clear space surrounding the primary mark is equal to the height of the first two lines of text in the logo ('CALIFORNIA / ROAD TRIP'). The minimum required clear space surrounding the secondary/horizontal mark is equal to the height of the first line of text in the logo ('ROAD TRIP'). Text should not be placed within the clear space, but may align with the edge of the clear space. Please respect the clear space on all four sides of the mark.

Program Mark Minimum Sizes
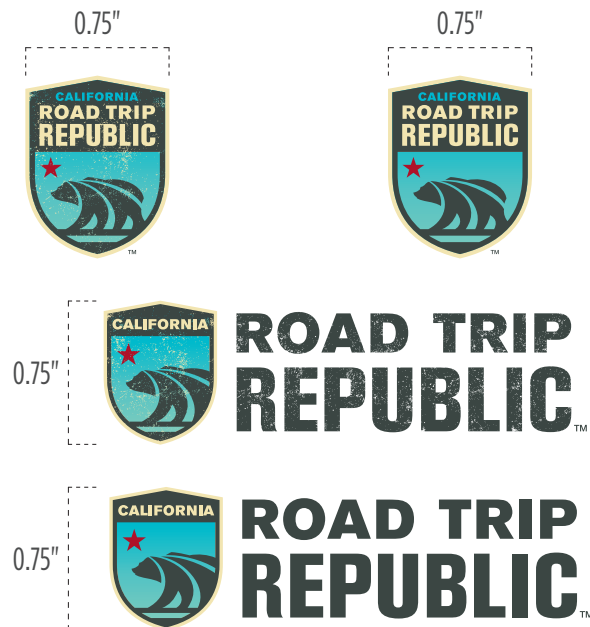
Program Mark Clear Space

California Road Trip Republic
Program Mark Usage on Backgrounds

Use the California Road Trip Republic program mark on backgrounds that offer a bold contrast to the mark. Always strive for maximum clarity. When using the program mark on photographs, be sure the background is subtle enough that it does not interfere in any way with the legibility of the mark.
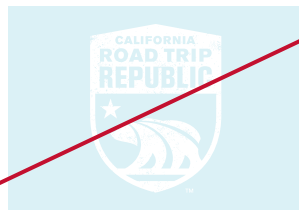
California Road Trip Republic
Incorrect Program Mark Usage

a. Do not add a prominent drop shadow or outer glow to the program mark; it interferes with legibility.

b. Do not recreate any part of the mark.

c. Do not remove any elements of the mark.

d. Do not alter the relationship between the mark elements.

e. Do not reproduce the mark in any color(s) other than those approved.

f. Do not stretch or distort the mark disproportionately.

Acceptable

Unacceptable

a.

b.

c.

d.

e.

f.

California Road Trip Republic
Program Color Palette

The California Road Trip Republic program mark color palette draws on three colors from the secondary VCA palette, and also introduces two other colors.

The corresponding PANTONE (spot) colors, and suggested CMYK, RGB and HEX builds, are shown below.*

Program Mark Color Palette

*PANTONE 3125
C84 MØ Y18 KØ
RØ G174 B199
HEX 00AEC7

*PANTONE 7499
C5 M7 Y35 KØ
R241 G228 B178
HEX F1E4B2

*PANTONE 338
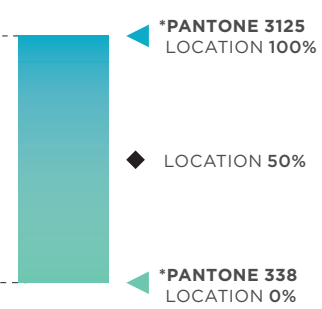C50 MØ Y31 KØ
R110 G206 B178
HEX 6ECEB2

*PANTONE 446
C70 M55 Y60 K45
R61 G69 B67
HEX 3D4543

*PANTONE 187
C7 M100 Y82 K26
R166 G25 B46
HEX A6192E

Full-Color Gradient

*PANTONE 3125
LOCATION **100%**

LOCATION **50%**

*PANTONE 338
LOCATION **0%**

*PANTONE® is a registered trademark of PANTONE, Inc. The colors shown here and throughout these guidelines may not match the PANTONE Color Standards.

California Road Trip Republic
Style in Action

This section provides examples that illustrate the road trips initiative in action. Bringing the California Road Trip Republic experience to life in a way that delivers on the platform's adventurous spirit is done through a combination of imagery and bold calls to action—inviting consumers to explore the hidden gems, natural wonders and iconic destinations that are waiting to be discovered on a road trip through the Golden State.

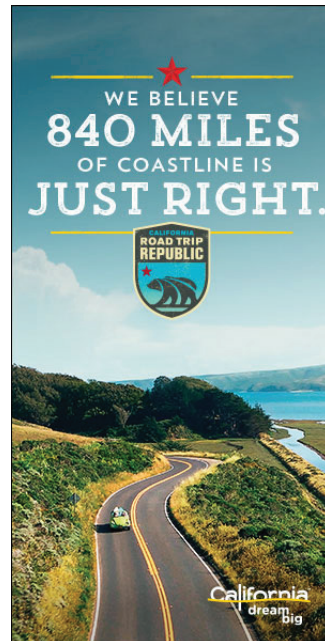**To purchase these fonts, visit these websites:**

Trend RH Sans One
www.myfonts.com

Trend RH Slab One
www.myfonts.com

Print

Web Banners

Trend RH Sans One (Sans Serif Font)

TREND RH SANS ONE
ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trend RH Slab - One (Slab Serif Font)

TREND RH SLAB ONE
ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calling All Californians
Program Introduction

People of all kinds, from every corner of the world, come to California to roam, gaze, taste, connect, unplug and discover.

These intrepid explorers make their way across California's FPO miles of roadways and 840 miles of coastline, choosing the freedom of travel on their own terms, discovering historic landmarks and monuments as well as hidden gems and hot spots along the way.

This is the California Road Trip Republic — a state and state of mind, destination and life-changing journey — where bold adventurers come in search of bucket-list experiences, awe-inspiring escapades and transformation through transportation.

Calling All Californians
Program Mark

The color versions of the California Road Trip Republic program mark offer the flexibility to be used on light, medium- and dark-colored backgrounds. It is available in the variations shown below and on the following page.

Full Color Horizontal
Program Mark

Simplified Color Horizontal
Program Mark

Full Color Vertical
Program Mark

Simplified Color Vertical
Program Mark

Blue Horizontal
Program Mark

Black Horizontal
Program Mark

White Horizontal
Program Mark

Blue Vertical
Program Mark

Black Vertical
Program Mark

White Vertical
Program Mark

Calling All Californians
Program Wordmark

The color versions of the California Road Trip Republic program mark offer the flexibility to be used on light-, medium-, and dark-colored backgrounds. It is available in the variations shown below and on the following page.

FPO

Full Color Wordmark

CALLING ★ ALL CALIFORNIANS

Simplified Color Wordmark

CALLING ★ ALL CALIFORNIANS

Blue Wordmark

CALLING ★ ALL CALIFORNIANS

Black Wordmark

CALLING ★ ALL CALIFORNIANS

White Wordmark

CALLING ★ ALL CALIFORNIANS

Calling All Californians
Program Mark Minimum Size

The minimum size the primary vertical program mark may be reproduced in print is 0.75 inches wide. The minimum size the horizontal program mark may be reproduced in print is 0.5 inches tall. The minimum size the wordmark may be reproduced in print is 0.5 inches tall. These minimum sizes ensure the entire program mark is legible.

Calling All Californians
Program Mark Clear Space

Please do not crowd the Calling All Californians program mark by setting it close to other graphics or text.

The minimum required clear space surrounding the primary mark is equal to the height of the first 'C' in the logo ('CALLING'). Text should not be placed within the clear space, but may align with the edge of the clear space. Please respect the clear space on all four sides of the mark.

Program Mark Minimum Sizes

Program Mark Clear Space

Calling All Californians
Program Mark Usage on Backgrounds

Use the Calling All Californians program mark on backgrounds that offer a bold contrast to the mark. Always strive for maximum clarity. When using the program mark on photographs, be sure the background is subtle enough that it does not interfere in any way with the legibility of the mark.

Calling All Californians
Incorrect Program Mark Usage

a. Do not add a prominent drop shadow or outer glow to the program mark; it interferes with legibility.

b. Do not recreate any part of the mark.

c. Do not remove any elements of the mark.

d. Do not alter the relationship between the mark elements.

e. Do not reproduce the mark in any color(s) other than those approved.

f. Do not stretch or distort the mark disproportionately.

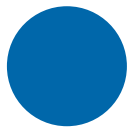Acceptable

Unacceptable

a.

b.

c.

d.

e.

f.

Calling All Californians
Program Color Palette

The Calling All Californians program mark color palette draws on three colors from the primary VCA palette and one color from the secondary palette.

The corresponding PANTONE (spot) colors, and suggested CMYK, RGB and HEX builds, are shown below.*

Program Mark Color Palette

CA Blue
*PANTONE 7462
C100 M48 Y6 K30
RØ G85 B140
HEX 00558C

*PANTONE 2915
C60 M9 YØ KØ
R98 G181 B229
HEX 62B5E5

CA Gold
*PANTONE 7406
CØ M20 Y100 K2
R241 G196 BØ
HEX F1C400

CA Orange
*PANTONE 716
CØ M61 Y99 KØ
R234 G118 BØ
HEX EA7600

*PANTONE® is a registered trademark of PANTONE, Inc. The colors shown here and throughout these guidelines may not match the PANTONE Color Standards.

Takeout Tuesday
Program Introduction

People of all kinds, from every corner of the world, come to California to roam, gaze, taste, connect, unplug and discover.

These intrepid explorers make their way across California's ~~~~~~ miles of roadways and 840 miles of coastline, choosing the freedom of travel on their own terms, discovering historic landmarks and monuments as well as hidden gems and hot spots along the way.

This is the California Road Trip Republic — a state and state of mind, destination and life-changing journey — where bold adventurers come in search of bucket-list experiences, awe-inspiring escapades and transformation through transportation.

Takeout Tuesday
Program Mark

The color versions of the California Road Trip Republic program mark offer the flexibility to be used on light, medium- and dark-colored backgrounds. It is available in the variations shown below and on the following page.

Program Mark

Program Mark Color Palette

CA Blue
*PANTONE 7462
C100 M48 Y6 K30
RØ G85 B140
HEX 00558C

CA Gold
*PANTONE 7406
CØ M20 Y100 K2
R241 G196 BØ
HEX F1C400

CA Orange
*PANTONE 716
CØ M61 Y99 KØ
R234 G118 BØ
HEX EA7600

Takeout Tuesday
DMO Program Mark

The color versions of the California Road Trip Republic program mark offer the flexibility to be used on light, medium- and dark-colored backgrounds. It is available in the variations shown below and on the following page.

Takeout Tuesday
Editable DMO City Name

Adobe Illustrator and the font **Gotham Bold** should be installed in order to edit the DMO program mark file.
The DMO city name will remain "live" and editable on the Adobe Illustrator (vector) file provided.
Open ai. file, select the DMO with the TYPE tool and key in the new name. Save file to desired format.
If for any reason, the base of the mark is not large enough to contain the DMO city name, reduce the tracking first. In cases where reducing the tracking does not allow the name to fit, reduce the size of the font size. adjust the placement so that the DMO city name remains centered both vertically and horizontally

DMO Program Mark

EDITABLE DMO CITY NAME:

GOTHAM BOLD

ALL CAPS

CENTER ALIGNED

TRACKING 60 (Letter spacing)

**To purchase this font,
visit this website:**
www.myfonts.com

*PANTONE 2915
C**60** M**9** Y**Ø** K**Ø**
R**98** G**181** B**229**
HEX **62B5E5**

VERTICAL CENTER

HORIZONTAL CENTER
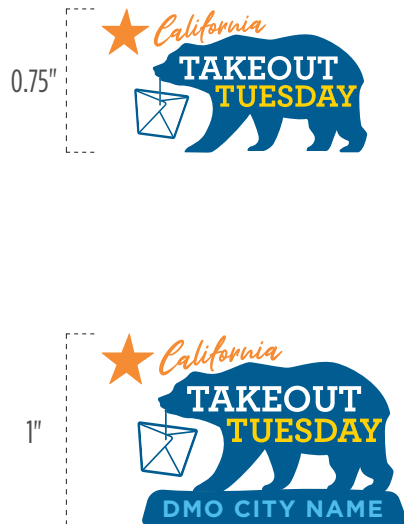
Takeout Tuesday
Program Mark Minimum Size

The minimum size the program mark may be reproduced in print is 0.75 inches tall. The minimum size the DMO program mark may be reproduced in print is 1 inch tall. These minimum sizes ensure the entire program mark is legible.

Takeout Tuesday
## Program Mark Clear Space

Please do not crowd the Takeout Tuesday program mark by setting it close to other graphics or text.

The minimum required clear space surrounding the program mark is equal to the height of the star. Text should not be placed within the clear space, but may align with the edge of the clear space. Please respect the clear space on all four sides of the mark.

Program Mark Minimum Sizes

0.75"

1"

Program Mark Clear Space
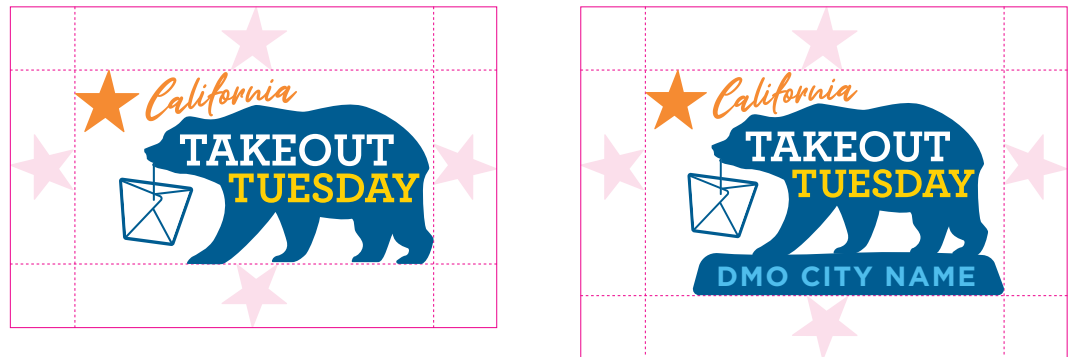
Takeout Tuesday
Program Mark Usage on Backgrounds

Use the Takeout Tuesday program mark on backgrounds that offer a bold contrast to the mark. Always strive for maximum clarity. When using the program mark on photographs, be sure the background is subtle enough that it does not interfere in any way with the legibility of the mark.

Takeout Tuesday
Incorrect Program Mark Usage

a. Do not add a prominent drop shadow or outer glow to the program mark; it interferes with legibility.

b. Do not recreate any part of the mark.

c. Do not remove any elements of the mark.

d. Do not alter the relationship between the mark elements.

e. Do not reproduce the mark in any color(s) other than those approved.

f. Do not stretch or distort the mark disproportionately.
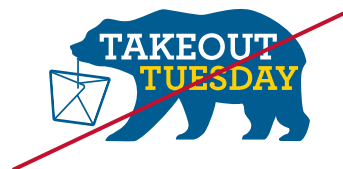
Acceptable

Unacceptable

a.

b.

c.

d.

e.

f.

Visit California
Contact Information

To access Brand Standards and digital assets on the Digital Asset Management System, log onto **industry.visitcalifornia.com/dams** and choose 'Request Account.'

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