

# Corporate Brand Guidelines

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visit  
**California**



October 2019

## Table of Contents

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<b>About Visit California</b>	<b>2</b>
<b>Corporate Logos</b>	<b>4</b>
<b>Brand Design Elements</b>	<b>26</b>
<b>Corporate Typography</b>	<b>30</b>
<b>Color Palettes</b>	<b>38</b>
<b>Photography and Video Guidelines</b>	<b>44</b>
<b>Business Systems</b>	<b>48</b>

# About Visit California

The California Travel and Tourism Commission, doing business as Visit California, is a 501(c)6 nonprofit corporation formed in 1998 to market California as a desirable tourism destination. Visit California works in close coordination with California's Office of Tourism — while Visit California conducts marketing programs that drive visitation, the Division of Tourism oversees the assessment program that helps to fund these initiatives. For more information about Visit California, visit [industry.visitcalifornia.com](http://industry.visitcalifornia.com).

## Mission

Visit California is a nonprofit organization with a mission to develop and maintain marketing programs – in partnership with the state's travel industry – that keep California top of mind as a premier travel destination.

## Vision

Visit California will be the recognized source for statewide marketing planning and implementation, and information and support to California's vast travel and tourism industry, thereby maintaining California's position as one of the world's preeminent travel and tourism destinations.

## Key Objective

Maintain and increase non-resident leisure travel to and spending in California.

## Guiding Principles

1. Do what the industry cannot do for itself.
2. Deliver value to and collaborate with tourism-related businesses.
3. Build awareness and preference for the California Brand to stimulate travel.
4. Leverage all assets and alliances.
5. Use key metrics and ROI to inform the strategic direction of the program of work.

## Brand Positioning Statement

Visit California is the Golden State's official travel and tourism board with the primary role of developing and maintaining global marketing programs – in partnership with the state's travel industry – that keep California top of mind as a premier travel destination.

Through strategic branding, targeted messaging and careful identity development, Visit California works to establish a unified voice for the state's diverse travel and tourism industry.

## Brand Mission

The Visit California brand delivers information in a serious, yet approachable manner.

All Visit California messaging is representative of the organization's global marketing program – showcasing its magnitude in a thoughtful manner that benefits an organization of high significance to the state of California – and independent from the California brand.

## Brand Audience

The Visit California audience is comprised of busy industry professionals, state leaders and lawmakers, opinion leaders and others who may or may not be familiar with the organization.

Visit California's objective is to keep all audiences informed and engaged through its various communications platforms.

## Creative Attitude and Tone

Keywords that define the corporate brand attitude:

- Ambitious
- Influential
- Friendly
- Vibrant

Visit California's tone creates consistency in how all content is delivered. When developing communications remember to maintain a

distinct tone of voice and ensure the Visit California personality shines through. Visit California's writing style is clean and concise, and thematic without being overly flowery. All prose should be easily recognizable as a Visit California product. Whenever possible, a clear call to action should instruct the audience what to do with the information presented.

Visit California's corporate brand creative represents the industry and its diversity. Creative work reflects the organization's investments and priorities, such as evenly highlighting all 12 regions in California as well as Visit California pillars and activities. Industry partners should see themselves reflected in the work Visit California does on their behalf.

## Corporate Logos

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The logo's design stays true to the fundamental characteristics of the consumer brand, but incorporates several key changes to reinforce qualities of **leadership, stature and confidence**.

### Logo Usage

There are two main questions to ask when determining which logo to use:

1. Who is the target audience?
2. What are the overall objectives?

Is the target audience industry or consumer focused? Is the objective to describe Visit California as an organization or California as a product?

In all instances when the objective is to position Visit California as the ultimate authority on tourism in California – whether the audience is industry, travel trade, media, or the public at large – the Visit California corporate logo should be used.

Visit California's corporate logo should be used when the organization is a sponsor, exhibitor, presenter and in all corporate communications.

These instances include, but are not limit to:

- Event sponsorships
- Event branding
- Trade show booth and signage
- Event staff apparel
- Name tags
- Industry presentations (please refer to the Corporate PowerPoint Style Guide)
- Corporate publications and communication channels
- Promotional items
- Invitations and other printed collateral



## Logo Guidelines

Visit California's corporate logo consists of three distinct elements – the Visit logotype positioned above California locked up with a wave.

The Visit California Gold evokes the golden sunshine while Visit California Blue speaks to the endless blue ocean and sky. The wave represents the Pacific Ocean and numerous lakes and rivers found across California.

It is comprised of three PANTONE colors renamed for the purpose of Visit California's brand:

- Visit California Blue
- Visit California Orange
- Visit California Gold

The logotype is approved only in Gotham Rounded Bold and should not be altered in any way.

The Visit California color logo is the preferred treatment and should be used whenever possible.

## Minimum Size Requirements

The minimum size the Visit California corporate logo may be reproduced is 1.25" in width (90px for digital) to ensure legibility.

## Clear Space Requirements

The minimum required clear space surrounding the corporate logo must be equal to the X-height of the C in California. Text, images and graphic elements are not to be placed within the clear space but may be aligned to the edge. Please respect the clear space on all four sides of the logo to ensure legibility.



### Color Logo Misuse

1. Do not add a drop shadow or outer glow; it interferes with legibility
2. Do not alter the position of any elements
3. Do not recreate or alter any elements
4. Do not remove any elements
5. Do not reproduce in unapproved colors and variations
6. Do not use the logo in any application where the required contrast between the background and logo are not met
7. Do not add a color overlay or gradient to a photograph to make the logo legible



### Two-Color Logo

Visit California's corporate two-color logo may be used on solid backgrounds or photographs only when the preferred color logo doesn't contrast appropriately. In these instances, the logotype changes to white only while the wave remains Visit California Gold. In all instances, it is important to ensure a strong contrast between the logo and background.



## Two-Color Logo Misuse

1. Do not display the wave in Visit California Blue or Orange
2. Do not add a drop shadow or outer glow to increase legibility.
3. Do not alter the position of any elements
4. Do not recreate or alter any elements
5. Do not remove any elements
6. Do not reproduce in unapproved colors or variations
7. Do not use the logo in any application where the required contrast between the background and two-color logo are not met
8. Do not add a color overlay or gradient to a photograph in order to make the two-color logo legible



## One-Color Logo

Visit California's corporate one-color logo may be used when backgrounds, photographs or printing constraints prevent the use of the preferred Visit California color or two-color logo.

The one-color logo is only approved in the following variations:

- Visit California Blue
- Visit California Black
- Visit California White



### One-Color Logo Misuse

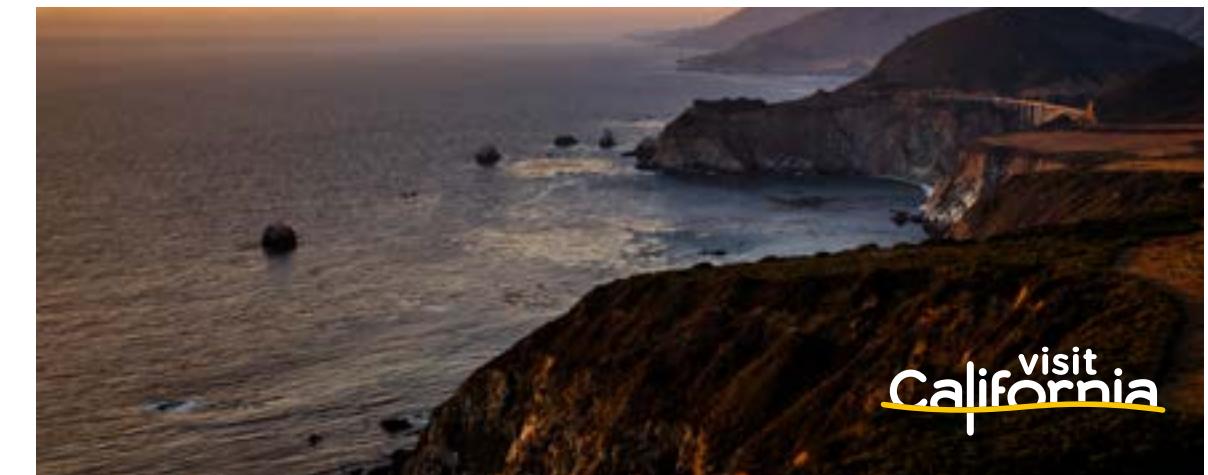
1. Do not display in Visit California Gold or Orange
2. Do not add a drop shadow or outer glow; it interferes with legibility
3. Do not alter the position of any elements
4. Do not recreate or alter any elements
5. Do not remove any elements
6. Do not reproduce in unapproved colors or variations
7. Do not use the logo in any application where the required contrast between the background and logo are not met
8. Do not add a color overlay or gradient to a photograph in order to make the one-color logo legible



### Photography Backgrounds

Photography is a large part of the Visit California brand, making the correct logo usage critical. When using Visit California's

logo on photographs be sure the area in which the logo would be placed is subtle, and does not interfere with legibility.



## Environmental Applications

Visit California's logo should be highly legible when used on environmental applications. This allows for the logo to make a strong impact among the target audience. In order to have an impact the logo is

required to be large and maintain the appropriate clear and white space.

A few examples of Visit California's logo on environmental applications are displayed below.



## URL Guidelines

There are four main URLs used throughout Visit California's corporate brand communications. It is important to understand the audience of the materials when selecting the URL to use in order to drive visitation to the correct website. Please refer to the following when making your selection:

- **industry.VisitCalifornia.com** is the primary URL for all industry facing communications
- **media.VisitCalifornia.com** is the primary URL for all media facing communications
- **trade.VisitCalifornia.com** is the primary URL for all trade facing communications
- **visitcalifornia.com** is the primary URL for all consumer facing communications and is used on all international promotional materials with specific country URL

## URL Style Usage

Visit California's industry and media URLs are approved for use without the Visit California for specific cases, of which each have specific styles outlined below. Please ensure the correct style is used when including URL on materials.

All URLs should never include www no matter the target audience.

### **Editorial and Advertisements:**

When using **industry.VisitCalifornia.com**, **media.VisitCalifornia.com** or **trade.VisitCalifornia.com** in editorial instances Visit California must be capitalized for legibility. If URLs are being used as a Call to action the full URL should be bold to increase visibility for all target audiences.

When using the consumer URL in special edition industry facing publications the Visit California must be capitalized for legibility. If the URL is driving visitation to the website as a CTA the full URL should be bold.

**industry.VisitCalifornia.com**  
**industry.VisitCalifornia.com**

**media.VisitCalifornia.com**  
**media.VisitCalifornia.com**

**trade.VisitCalifornia.com**  
**trade.VisitCalifornia.com**

**VisitCalifornia.com**  
**VisitCalifornia.com**

**Promotional Items:**

The industry or consumer URL should be used when printed on promotional items, especially when using the "California" design asset. In these instances, URLs should be all lowercase, display a bold California and be presented in Visit California Blue. Representation of the URL in Visit California Black or White is approved only if additional contrast is needed.

[industry.visitcalifornia.com](http://industry.visitcalifornia.com)  
[visitcalifornia.com](http://visitcalifornia.com)

**Business Systems****(business cards and letterhead):**

The industry URL should be lowercase when used on Visit California business cards and all letterhead variations. The URL should be presented in Visit California Blue with no bold variations on these materials. Usage of the industry and consumer URL is only permitted together on business cards. The consumer URL should be displayed in all lowercase and display a bold California.

[industry.visitcalifornia.com](http://industry.visitcalifornia.com)  
[visitcalifornia.com](http://visitcalifornia.com)

**Logo and URL Lockup Usage**

Special instances when the Visit California corporate logo and URL lockup may be necessary in place of the primary corporate logo without the URL. Usage of this lockup must be approved by the Creative Development Manager. When the lockup is used, the URL should be all lowercase, display a bold California and be presented

in Visit California Blue. In the instance a background is used and requires more contrast substitute Visit California Blue for white within the URL only.

When the industry URL is part of an editorial or advertisement, use the Visit California corporate logo without the URL.

**International URL Usage**

Each international country, where Visit California has a presence, has their own specific URL to be used in market. All URL style usage previously outlined apply to all international URLs as well as Logo and URL Lockup Usage.

The international office URLs include:

- Australia: [visitcalifornia.com.au](http://visitcalifornia.com.au)
- Brazil: [visitcalifornia.com.br](http://visitcalifornia.com.br)
- Canada: [visitcalifornia.ca](http://visitcalifornia.ca)
- China: [visitcalifornia.com/cn](http://visitcalifornia.com/cn)  
OR [gocalifornia.cn](http://gocalifornia.cn)
- France: [visitcalifornia.fr](http://visitcalifornia.fr)
- Germany: [visitcalifornia.de](http://visitcalifornia.de)
- India: [visitcalifornia.in](http://visitcalifornia.in)
- Italy: [visitcalifornia.it](http://visitcalifornia.it)
- Japan: [visitcalifornia.jp](http://visitcalifornia.jp)
- Mexico: [visitcalifornia.com.mx](http://visitcalifornia.com.mx)
- South Korea: [visitcalifornia.co.kr](http://visitcalifornia.co.kr)
- United Kingdom: [visitcalifornia.co.uk](http://visitcalifornia.co.uk)



[industry.visitcalifornia.com](http://industry.visitcalifornia.com)

Clear Space



Minimum Size at 100%



1.25"



[visitcalifornia.com.au](http://visitcalifornia.com.au)

Clear Space



Minimum Size at 100%



1.25"

## Secondary Corporate Logos

There are instances when a program or initiative requires a distinct logo. Secondary corporate logos are to be developed in partnership with the Corporate Communications team, and include consistent fonts, colors and other elements to compliment the Visit California corporate logo and overall brand.

When appropriate for the target audience and objectives, pair all secondary corporate logos with Visit California's corporate logo. For specific pairing guidelines please refer to Co-Branding on page 23.

Visit California's secondary corporate logos include:

- Outlook Forum
- Poppy Awards
- Global Ready
- California Caucus
- Travel Matters
- California Tourism Month
- California Surfing Day
- #CALove
- #CALove Script
- CA Love Heart
- Team California
- West Coast Travel Facts

Outlook Forum



Minimum Clear Space



PMS 7462

Clear space must be equal to the x-height of the lowercase O in Outlook

Poppy Awards



Minimum Clear Space



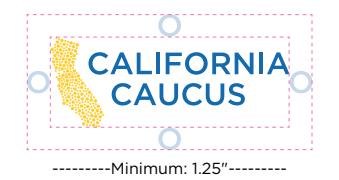
PMS 7462   
PMS 716   
PMS 390

Clear space must be equal to the x-height of the O in Poppy

California Caucus



Minimum Clear Space



PMS 7462   
PMS 7406

Clear space must be equal to the x-height of the O in California

Travel Matters



Minimum Clear Space



-----Minimum: 1.25"-----  
Clear space must be equal to the x-height of the Star

PMS 7406	PMS 540
PMS 157	PMS 7417
PMS 187	

Global Ready



Minimum Clear Space



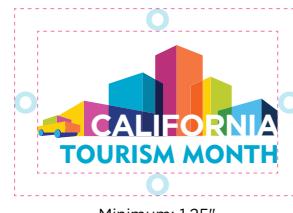
-----Minimum: 1.25"-----  
Clear space must be equal to the x-height of the O in Global

PMS 7462	
PMS 7406	

California Tourism Month



Minimum Clear Space



-----Minimum: 1.25"-----  
Clear space must be equal to the x-height of the O in Tourism

PMS 7406	PMS 540
PMS 716	PMS 3125
PMS 675	PMS 2915
PMS 390	

Team California



Minimum Clear Space



-----Minimum: 1.25"-----  
Clear space must be equal to the x-height of the C in California

PMS 716	
PMS 7406	

California Surfing Day



Minimum Clear Space



-----Minimum: 1.25"-----  
Clear space must be equal to the x-height of the S in Surfing

PMS 7462	
PMS 3125	

West Coast Travel Facts



Minimum Clear Space



-----Minimum: 1.25"-----  
Clear space must be equal to the x-height of the pinpoint

PMS 7736	
PMS 117	

#CALove

**#CALOVE**

Minimum Clear Space



PMS 7462

Clear space must be equal to the  
x-height of the O in Love

#CALove Script

**#CaLove**

Minimum Clear Space



PMS 7462

Clear space must be equal to the  
x-height of the #

CA Love Heart



Minimum Clear Space



PMS Black

Clear space must be equal to the  
x-height of the heart within the A

## Co-Branding

Instances where Visit California's logo is co-branded with secondary corporate marks depends on the specific material or event.

Co-branding lockups include but are not limited to the following on pages 24-25. Please consult the Creative Development Manager for specific use cases that are not included here for approval.

### Outlook Forum + Poppy Awards

The Outlook Forum and Poppy Award secondary marks should only be used on marketing materials promoting the year's conference. Poppy Awards take place every other year, always an even number year. Usage on an odd number year when the awards do not take place is not permitted.

### Global Ready + Visit California

Visit California's corporate logo and secondary mark Global Ready is an approved co-brand for use on materials – both print and digital – promoting the Global Ready program and on all event day materials.

### Travel Matters + Visit California

Visit California's corporate logo and secondary mark Travel Matters is an approved co-brand for use on marketing materials promoting TravelMattersCA.com or during California Tourism Month.

### California Tourism Month + Visit California

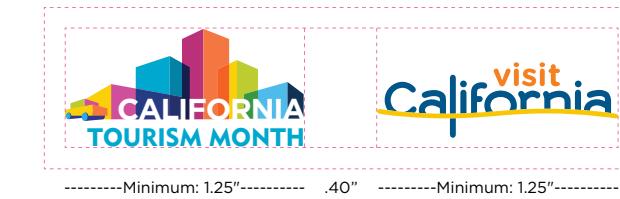
Visit California's corporate logo and secondary mark California Tourism Month is an approved co-brand for use on marketing materials – both print and digital – promoting May is California Tourism Month and environmental displays at the California Governor's office.

### #CALove + CA Love Heart

The California Love Heart and #CALove are only approved for use on materials focused on crisis communications such as natural disaster recovery (i.e., fire, flood or earthquakes). Use on materials outside of this focus is not permitted.

### West Coast Travel Facts + Visit California + Travel Oregon + Washington Tourism Alliance

The West Coast Travel Facts secondary mark should be co-branded with three partner logos – Visit California, Travel Oregon and Washington Tourism Alliance – when used on all materials promoting WestCoastTravelFacts.org or the West Coast Travel Recovery Coalition partnership.



# Brand Design Elements

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## The Wave

Visit California's Wave is a unique way to express the corporate brand. The Wave can be an effective way to separate information or provide a small design element to an uninspiring piece.

The Wave is approved for use in the following three variations:

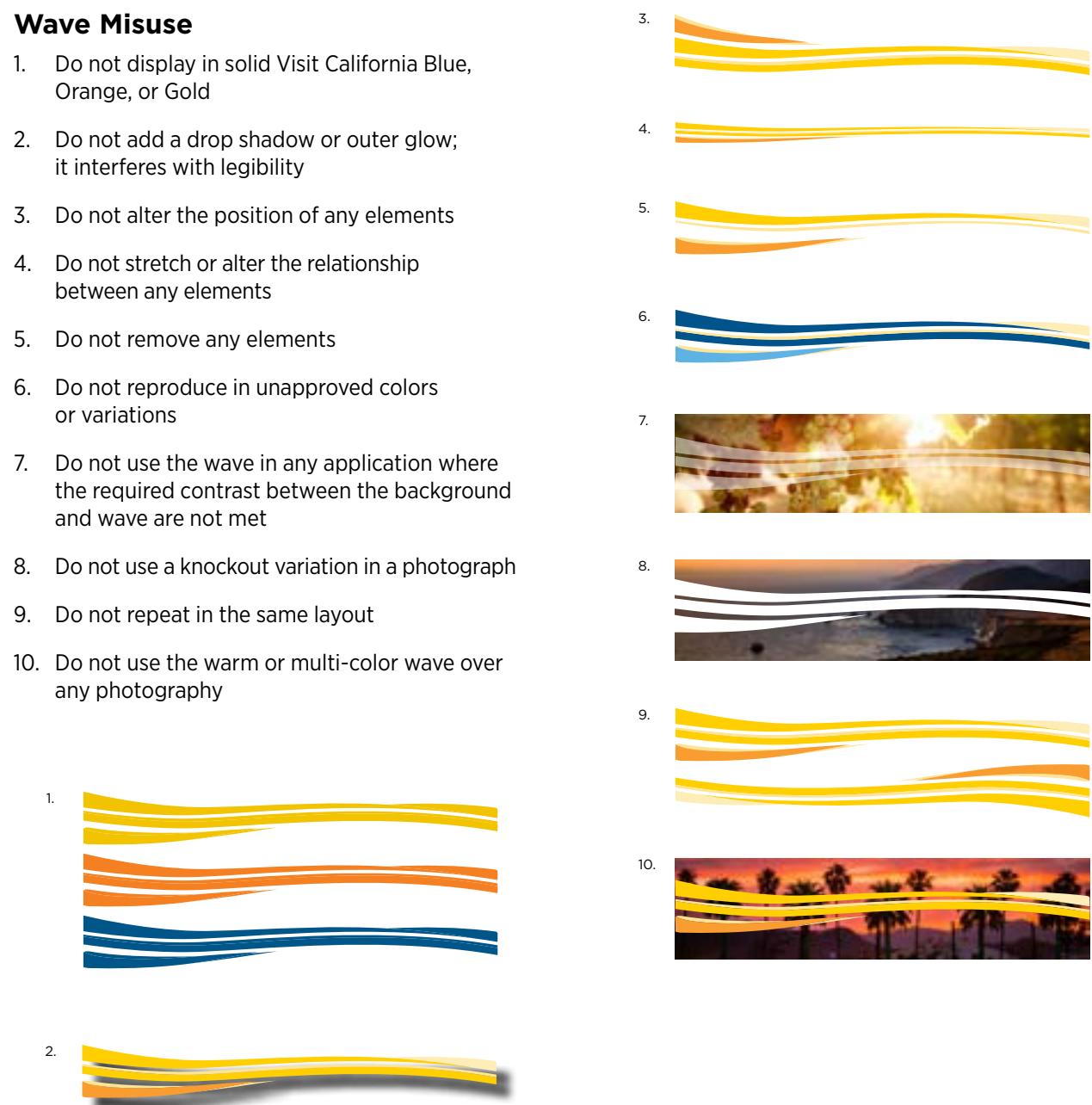
- Warm Wave: yellow and orange hues
- Multi-color Wave: yellow, orange and blue hues
- Opaque Wave: 50% opacity, white hue only



The Wave should be used sparingly on Visit California collateral. Alterations to the design and colors of the wave is not permitted, please use artwork as directed unless otherwise approved by the Creative Development Manager.

## Wave Misuse

1. Do not display in solid Visit California Blue, Orange, or Gold
2. Do not add a drop shadow or outer glow; it interferes with legibility
3. Do not alter the position of any elements
4. Do not stretch or alter the relationship between any elements
5. Do not remove any elements
6. Do not reproduce in unapproved colors or variations
7. Do not use the wave in any application where the required contrast between the background and wave are not met
8. Do not use a knockout variation in a photograph
9. Do not repeat in the same layout
10. Do not use the warm or multi-color wave over any photography



## 'California'

While Visit California is the official expression of the brand used in all formal and information communications, limited opportunities may call for using "California" as a standalone social expression for Visit California and/or California Dream Big™. These instances are rare and require executive approval.

Usage of "California" may be included in a wide variety of promotional collateral with a long-term lifespan beyond a single event or fiscal year. Items using the California design element are intended for a wide range of audiences including Visit California staff, commissioners, industry partners, consumers and select VIPs.



C A L I F O R N I A

[industry.visitcalifornia.com](http://industry.visitcalifornia.com)



## Corporate Typography

Visit California has selected a primary font family for all corporate brand communications where the Roman alphabet applies. This font family has great personality, offers flexibility and a comprehensive range of weights and variations.

As Visit California has a presence in 14 countries (13 international and the United States), some of which do not utilize the Roman alphabet. In these instances, Visit California have selected alternative font families for use in those specific markets, please refer to International Fonts on page 37.

### Primary Font

The Gotham font family is the primary typeface for all Visit California's corporate brand communications. The following outlines all approved paragraph and heading specifications for use:

All body copy should utilize Gotham Book with a minimum font size of 9pt/14pt\* and maximum of 11pt/16pt. Paragraph spacing should be at least 12pt (or 0.1667") to allow for legibility.

Headline and subhead font size will vary depending on the project and audience, however, please use the following as starting point guidelines:

- Heading (H1): Gotham Bold, 24pt/30pt minimum with 14pt (or 0.1994") paragraph spacing
- Subhead (H2): Gotham Light, 16pt/21pt minimum with 12pt (or 0.1667") paragraph spacing
- Tertiary head (H3): Gotham Book, 12pt/17pt minimum with 4.5pt (or 0.0625") paragraph spacing

In the rare instance Gotham is unavailable please refer to page 35 for approved substitutes.

\*The first number in the sequence represents the font size followed by leading size requirements.

# Gotham

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
1234567890

Gotham Light  
Gotham Book  
Gotham Medium  
**Gotham Bold**

Gotham Narrow Light  
Gotham Narrow Book  
Gotham Narrow Medium  
**Gotham Narrow Bold**

## Heading 1 (H1)

### Subhead (H2)

### Tertiary head (H3)

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ut velit risus. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean consectetur ac tortor quis fermentum. Proin a convallis magna, ac vehicula lectus. Vivamus eget ullamcorper nisl, vulputate dapibus lectus. Nullam in posuere felis. Integer non massa nec mi sollicitudin eleifend.*

## Secondary Font

The Archer font family is the secondary typeface for Visit California's corporate brand communications.

As a secondary font, Archer is meant to be used to bring movement, life and additional structure to creative materials. Sweet but not saccharine, earnest but not grave, Archer is designed to hit just the right notes of forthrightness, credibility and charm.

Headline and subhead font size will vary depending on the project and audience, however, please use the following as starting point guidelines:

- Heading (H1): Archer Bold, 24pt/30pt minimum with 14pt (or 0.1994") paragraph spacing
- Subhead (H2): Archer Light, 16pt/21pt minimum with 12pt (or 0.1667") paragraph spacing
- Tertiary head (H3): Archer Medium, 12pt/17pt minimum with 4.5pt (or 0.0625") paragraph spacing

Archer should not be used for any body copy on print or digital materials, all body copy should remain Gotham as shown here.

# Archer

abcdefghijklmnpqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
1234567890

Archer Light  
Archer Book  
Archer Medium  
Archer Semi Bold  
**Archer Bold**

Archer Light Italic  
Archer Book Italic  
Archer Medium Italic  
Archer Semi Bold Italic  
**Archer Bold Italic**

## Heading 1 (H1)

### Subhead (H2)

#### Tertiary head (H3)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ut velit risus. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean consectetur ac tortor quis fermentum. Proin a convallis magna, ac vehicula lectus. Vivamus eget ullamcorper nisl, vulputate dapibus lectus. Nullam in posuere felis. Integer non massa nec mi sollicitudin eleifend.

## Tertiary Font - SPECIAL USE ONLY

The Bahagia font is the approved tertiary font **only for special use cases** for Visit California corporate communications.

**Use of this font requires approval from the Creative Development Manager.**

**Bahagia**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Primary Font Substitute

For instances where Visit California's primary font Gotham is not permissible, the Veranda font family is approved for use. Veranda is a widely recognizable system font that can be used on cross-platform documents and digital platforms.

All body copy, headline and subhead font styles outlined on page 30 apply.

**Verdana**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Examples for these instances include, but are not limited to:

- Word
- Excel
- Keynote
- Websites and online documents

Verdana Regular  
**Verdana Bold**

*Verdana Regular Italic*  
**Verdana Bold Italic**

## Heading 1 (H1)

## Subhead (H2)

## Tertiary head (H3)

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ut velit risus. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean consectetur ac tortor quis fermentum. Proin a convallis magna, ac vehicula lectus. Vivamus eget ullamcorper nisl, vulputate dapibus lectus. Nullam in posuere felis. Integer non massa nec mi sollicitudin eleifend.*

## Primary Presentation Font

The News Gothic MT font family is a standard font among Microsoft office products. This font family is approved for use only within presentations. For specifications on font size (headings, subheads and body copy) please refer to the Corporate Brand Presentation Style Guide.

# News Gothic MT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
1234567890

News Gothic MT Regular  
**News Gothic MT Bold**

News Gothic MT Regular Italic  
News Gothic MT Bold Italic

## International Fonts

Visit California has a presence in various countries some of which do not utilize the Roman alphabet. The alternative fonts to the right have been approved for use in their respective markets. Each font selected keeps the balance of aesthetics and mechanical soundness of Visit California's primary font, and cultural sensitivity while aligning with the Visit California brand.

Please use the following fonts' respectfully.

Palatino Sans Arabic

شُرْذِيْشْبَالْهَتْمَوْرْخْحَضْقَسْعَدْصَطْنَظْ

Fangzheng Lanting Hei

方正兰亭黑

Hiragino Kaku Gothic W3

ヒラキノ角ゴ

SM3 Jgothic 02

디지털폰트의 역사 를 이어 가겠습니다.

## Color Palettes

The Visit California color palettes are curated based on hues reflective of California's natural landscape, while giving a nod to the Golden State's amazing diversity.

### Primary Colors

Visit California's primary color palette consists of three approved colors, represented on the right in Coated and Uncoated variations.

These colors evoke California's abundance of blue ocean, sky and golden sunshine.



### Primary Coated

Visit California Blue



PANTONE 7462 C  
C:100 M:48 Y:6 K:30  
R:0 G:85 B:140  
#00538B

Visit California Blue



PANTONE 7406 C  
C:0 M:20 Y:100 K:2  
R:241 G:196 B:0  
#F3C300

Visit California Orange



PANTONE 716 C  
C:0 M:61 Y:99 K:0  
R:234 G:118 B:0  
#EC7923

### Primary Uncoated

Visit California Blue



PANTONE 301 U  
C:100 M:30 Y:2 K:24  
R:40 G:98 B:142  
#24618E

Visit California Blue



PANTONE 7404 U  
C:0 M:10 Y:100 K:0  
R:253 G:207 B:65  
#FFCF42

Visit California Orange



PANTONE 152 U  
C:0 M:47 Y:93 K:5  
R:224 G:122 B:63  
#E37B3D

## Secondary Colors

Visit California's secondary color palette consists of a family of hues inspired by the colors in the primary palette and reflective of California's natural landscapes.

### Secondary Coated



### Secondary Uncoated



## Tertiary Colors

Derived from Visit California's secondary color palette, the tertiary colors offer a restrained touch allowing for other graphical elements to shine. These colors work well for overlapping copy or callouts, please use sparingly.

### Tertiary Coated



PANTONE 7401 C  
C:0 M:4 Y:27 K:0  
R:245 G:225 B:164  
#F5E1A4



PANTONE 467 C  
C:6 M:15 Y:41 K:10  
R:211 G:188 B:141  
#D3BC8D



PANTONE 1345 C  
C:0 M:17 Y:50 K:0  
R:253 G:208 B:134  
#FDD086



PANTONE 475 C  
C:0 M:21 Y:30 K:0  
R:243 G:207 B:179  
#3DAE2B



PANTONE 128 C  
C:20 M:0 Y:14 K:0  
R:181 G:227 B:216  
#B5E3D8



PANTONE 7457 C  
C:18 M:0 Y:5 K:0  
R:187 G:221 B:230  
#BBDE6



PANTONE 2706 C  
C:19 M:10 Y:0 K:0  
R:203 G:211 B:235  
#CBD3EB



PANTONE 7527 C  
C:3 M:4 Y:14 K:8  
R:214 G:210 B:196  
#D6D2C4

### Tertiary Uncoated



PANTONE 7401 C  
C:0 M:6 Y:32 K:0  
R:254 G:229 B:165  
#FEE5A5



PANTONE 467 C  
C:5 M:12 Y:40 K:6  
R:210 G:186 B:146  
#D2BA92



PANTONE 1344 C  
C:0 M:13 Y:58 K:0  
R:255 G:210 B:120  
#FFD378



PANTONE 475 C  
C:1 M:16 Y:26 K:0  
R:250 G:204 B:173  
#FACCAD



PANTONE 573 C  
C:25 M:0 Y:16 K:0  
R:187 G:233 B:222  
#BBE9DE



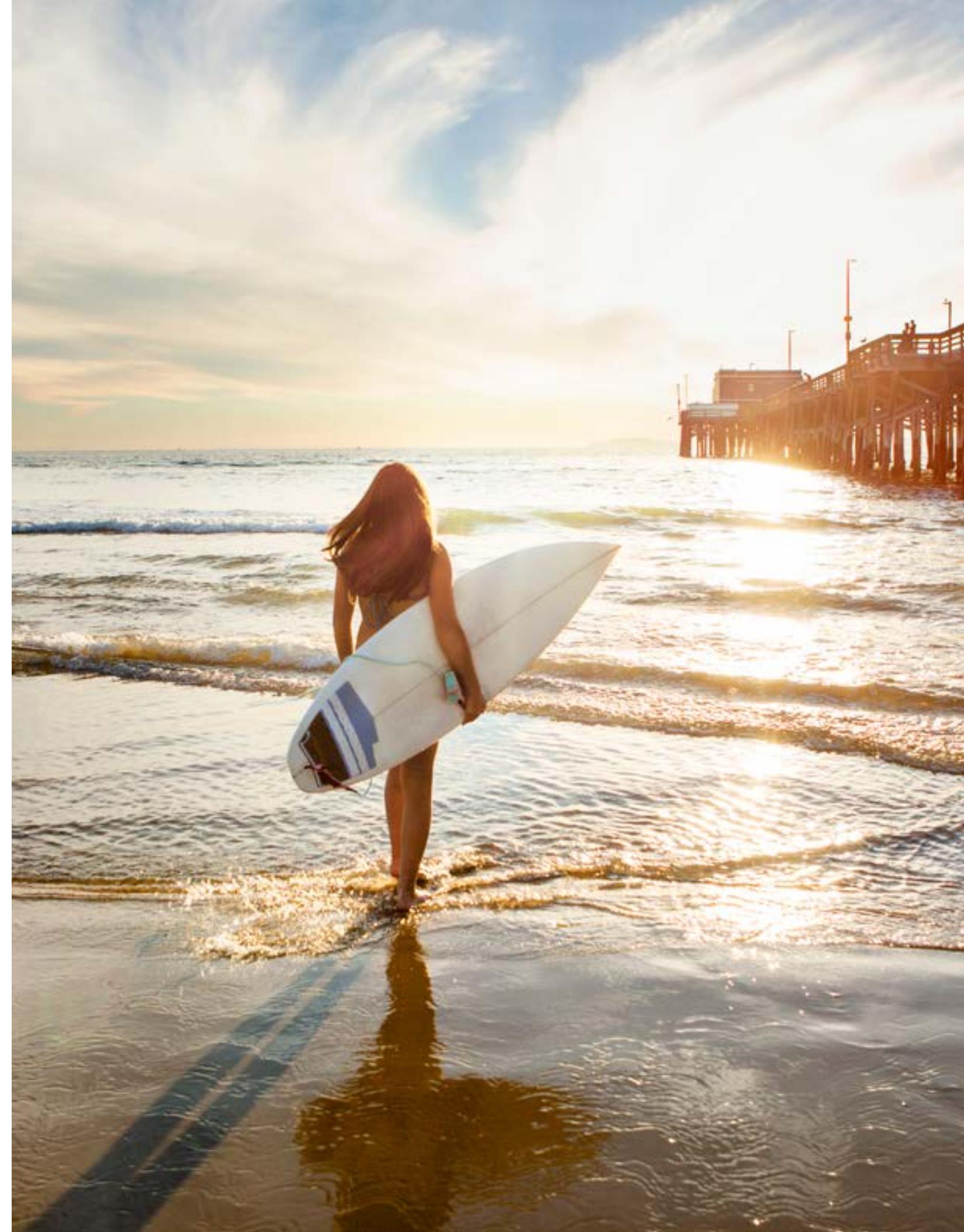
PANTONE 7457 C  
C:24 M:2 Y:54 K:0  
R:188 G:223 B:235  
#BCDFEB



PANTONE 2706 C  
C:17 M:10 Y:1 K:5  
R:204 G:212 B:241  
#CCD4F1



PANTONE 7527 C  
C:3 M:4 Y:11 K:5  
R:220 G:215 B:210  
#DCD7D2



## Photography and Video Guidelines

Photography and video play an important role within all Visit California's communications channels, delivering the abundance and diversity California has to offer to all target audiences. Both connect with audiences in ways that words can't, making imagery an important aspect of communicating Visit California's approach to statewide marketing programs and vision for the future.

### Photography

California is a state of immense beauty, diversity, energy and attitude. Visit California's photography should always reflect these qualities. While Visit California's imagery is bold and vibrant enough to relay the Dream Big aspects of the consumer brand, it also must portray an array of California's regions and only-in-California experiences.

Visit California's photograph should accomplish three goals – showcase California's vast regions, showing the California lifestyle, and reflecting all industry segments. There are two main types of photographs approved by Visit California: scenic and lifestyle.

**Scenic** imagery must be visually stunning and distinctly California. Through scenery, the state's diverse geography can be showcased, from beaches and coastline to mountains, forests, valleys and deserts. Scenic imagery should evoke a sense of wonder for all target audiences.

**Lifestyle** imagery expresses the California attitude and feeling in glimpses. From towering palms surrounding the Beverly Hills Hotel to a sailboat floating on the Santa Cruz harbor, these images give a broad context to California's diverse culture. Lifestyle imagery has the opportunity to showcases the industry through all segments including rental cars, accommodations, restaurants, retail, attractions, travel services and transportation.

Visit California's photography style is:

- Distinct
- Natural
- Authentic

Scenic



Lifestyle



## International Photography

Visit California is respectful to all cultural nuances present in specific countries, whether attending or participating in a sales and media mission, trade show or CEO mission. The following cultural nuances must be considered in all creative materials and photography selections.

### Middle East:

- No alcohol or paraphernalia may be present
- Women must be covered. This includes no women in bathing suites, exposed shoulders and shorts, skirts and dresses above the knee are not permitted
- Imagery of display couples together in public are not permitted

### Mexico:

- Do not use photography of beaches

### China:

- Photography of a retail focus is preferred over others

### India:

- Photography of beaches and family friendly focus if preferred over others

## Videos

Videos are an important method of storytelling for Visit California, often distilling a large amount of information or presenting metrics and program highlights, in a friendly yet authoritative manner.

All creative guidelines outlined in this document should be applied to all video production, from fonts and photography use to guidance related to tone.

Fresh, energetic and catchy music is distinct to Visit California's videos, and the selection process is integral to each production whether using royalty-free or popular licensed songs.

Visit California's video style is:

- Dynamic
- Approachable
- Substantive

## International Video

All imagery within videos must take into consideration all international photography nuances as well as any others that may arise during production depending on the country's culture.



## Business Systems

Visit California business system includes email signatures, letterhead, business cards and various envelope styles. The Visit California brand is incorporated throughout all materials, each with specific guidelines depending on usage and material type. Please refer to the following sections for specifics on each system.

### Email Signature Guidelines

Visit California has a single email signature for both desktop and mobile platforms.

A tagline or call to action may be added at the end of the email signature depending on activations or activities happening. All communication and direction for these taglines are distributed by the Corporate Communications Department. Any additional tagline or image added without approval from the Corporate Communications Department is not permitted.

Microsoft Outlook on Desktop

**Sarah Gilbert**  
Creative Development Manager

**VISIT CALIFORNIA**

D: XXX.XXX.XXX • C: XXX.XXX.XXX  
555 Capitol Mall, Suite 1100 • Sacramento, CA 95814  
[industry.visitcalifornia.com](http://industry.visitcalifornia.com)

*It's working! Vote YES on [Visit California's marketing renewal](#).*

**Employee Name**  
Verdana Bold 10pt

**Job Title**  
Verdana Regular 10pt

**Visit California**  
PMS 716 and 7462  
Verdana Bold All Cap 13pt

**Visit California**  
Verdana Regular 10pt

Mobile Device

**Sarah Gilbert**  
Creative Development Manager

**VISIT CALIFORNIA**

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[industry.visitcalifornia.com](http://industry.visitcalifornia.com)

*IPW returns to California in June. [Register now, and join us in Anaheim!](#)*

**Employee Name**  
Arial Bold 10pt

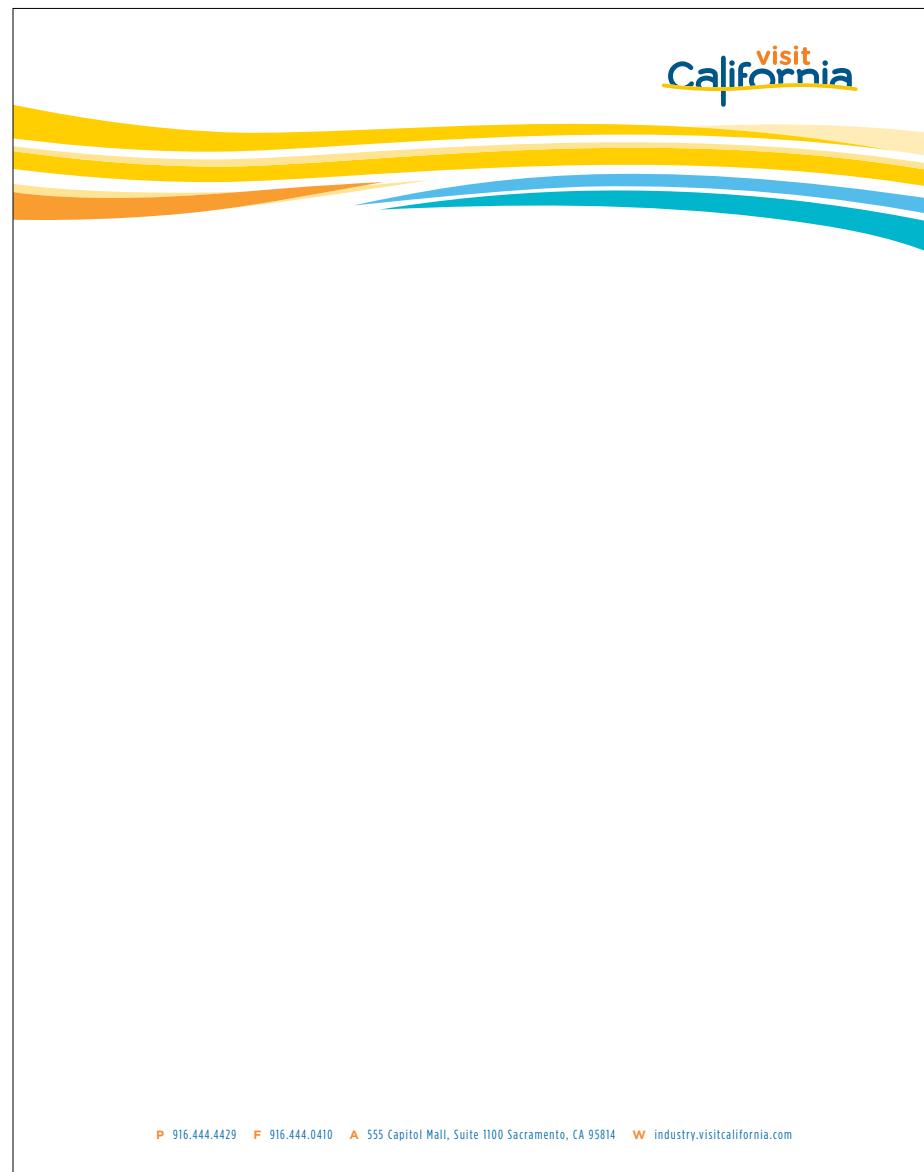
**Job Title**  
Arial Regular 10pt

**Visit California**  
Arial Bold All Cap 10pt

**Visit California**  
Arial Regular 10pt

## Letterhead Guidelines

Standard



P 916.444.4429 F 916.444.0410 A 555 Capitol Mall, Suite 1100 Sacramento, CA 95814 W industry.visitcalifornia.com

### Executive Letterheads

There are two main executive letterheads for Visit California, both with specific use cases which require approval by the Creative Development Manager and Vice President of Communications. The Board Member and Officer letterheads are used specifically for the executive team and all letterheads from President and CEO Caroline Beteta.

Executive Letterhead - Board Members



Executive Letterhead - Chairs



© 18-01483 P 916.444.0410 A 555 Capitol Mall, Suite 1100 Sacramento, CA 95814 W industry.visitcalifornia.com

## Business Card Guidelines

The front of Visit California business cards incorporates the Visit California color logo and Multi-Color Wave into the design while clearly providing the appropriate employee and Visit California contact information.

### Employee Name

Visit California Blue  
Gotham Condensed Medium  
13pt | 30pt kerning

### Employee Title

Visit California Orange  
Gotham Condensed Medium  
8.75pt | 30pt kerning

### Employee Contact Information

Visit California Blue  
Gotham Condensed Light  
8.75pt/10pt | 30pt kerning  
A max of three phone numbers are approved for use on business cards

### Visit California Address

Visit California Blue  
Gotham Condensed Light  
8.75pt/10pt | 30pt kerning

### URL

Visit California Blue  
Gotham Condensed Light  
8.75pt | 30 kerning



The back of Visit California business cards showcase California's one of a kind landscapes from sun-drenched beaches and towering redwoods to snow-capped peaks and desert oases. Each staff member receives a set of all approved backgrounds for use.

The back consists of three design elements including a photograph, opaque wave and consumer URL\*.

### Wave Element

Opaque

### URL Visit and .com

Gotham Bold 12pt/16pt

### URL California

Gotham Bold 12pt/16pt



\* International business cards must utilize their respective URL, using the same style and formatting shown here.

## Envelope Guidelines

Visit California uses three specific envelope sizes:

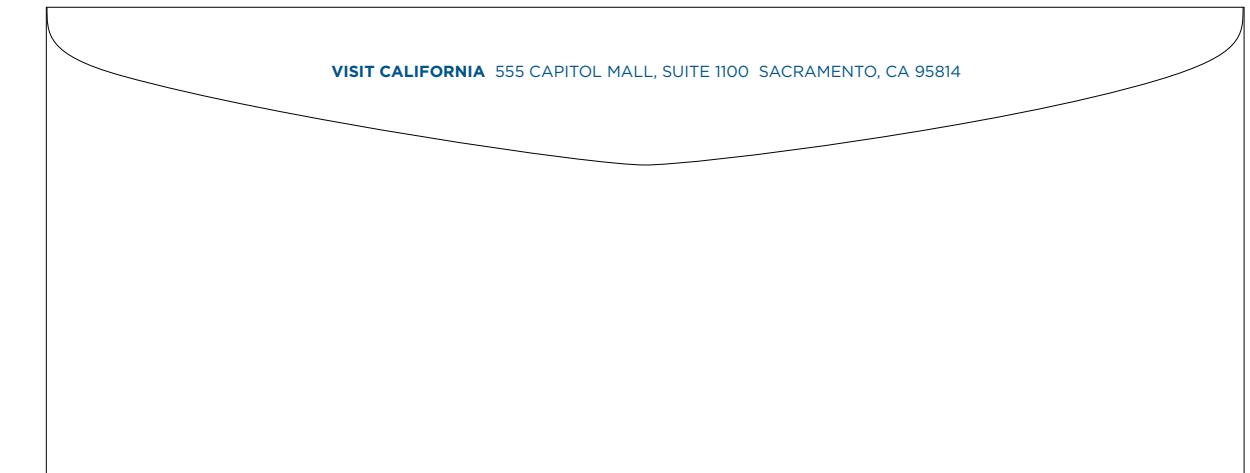
#10 Standard with Security Tint



#10 Window with Security Tint



#10 Back



9' x 12" Booklet



## Presentation Guidelines

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Creating and collaborating on corporate presentations is a big part of how Visit California shares information globally.

In order to standardize all PowerPoint presentations, Visit California has a crafted a single corporate PowerPoint template and curated a slide library packed with thousands of pre-developed slides accessible to all staff and vendors.

Please approach all presentation development first understanding the makeup of the audience then defining messaging objectives. Keep in mind all audience members are busy professionals and Visit California is competing for their attention to deliver its message – clarity and conciseness is key. All information presented is easily digestible – “sizzle with substance.” With a priority placed on design.

All presentations should include a clear and compelling call to action, including direction on how to access available industry resources and tap into Visit California programs.

Please refer to the Corporate PowerPoint Style Guide when preparing a presentation.

For all presentation and slide library inquiries please contact:

**Kristine Liao**  
Communications Coordinator  
D: 916.319.5427 • C: 858.231.7515  
[kliao@visitcalifornia.com](mailto:kliao@visitcalifornia.com)



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**Contact Visit California**

555 Capitol Mall, Suite 1100  
Sacramento, CA 95814  
[industry@VisitCalifornia.com](mailto:industry@VisitCalifornia.com)

To access brand assets and a variety of royalty-free assets please visit Visit California's digital asset management system at [visitcalifornia.webamdb.com](http://visitcalifornia.webamdb.com). If you do not have an account with the system, please select sign up to create one.

Questions about brand guidelines or digital assets, please contact:

**Sarah Gilbert**

Creative Development Manager  
D: 916.233.0229 • C: 916.955.1613  
[sgilbert@visitcalifornia.com](mailto:sgilbert@visitcalifornia.com)

