



# CORPORATE BRAND STYLE GUIDE





# Visit California

## Corporate Identity Guidelines

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## 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.

Visit California also serves to reinforce the value proposition of tourism, ensuring that local business and political leaders, opinion-shapers, media and residents understand the economic impact and benefit of tourism to the local economy.





## Vision

The Visit California brand delivers information in a **serious but approachable** way.

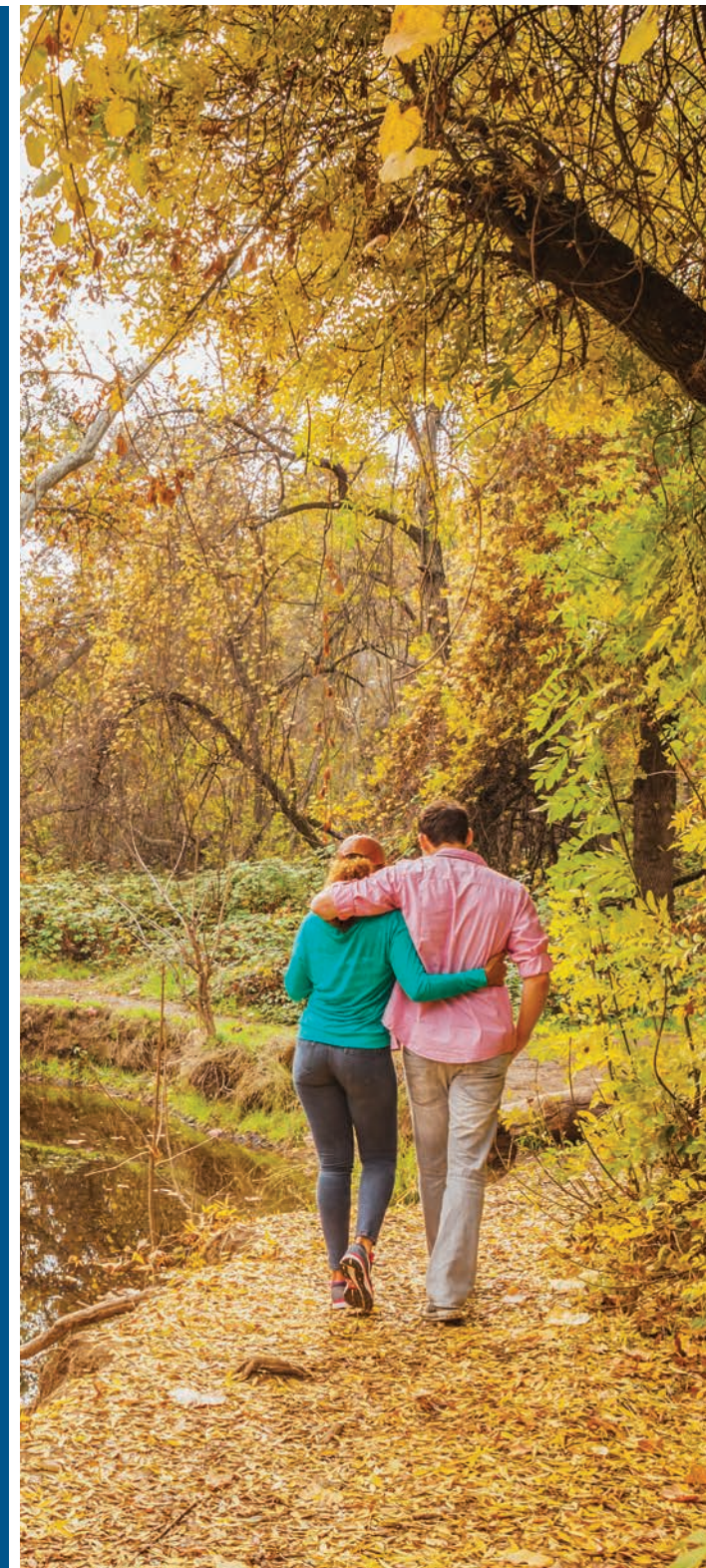
All Visit California messaging is representative of the organization's global marketing program – showcasing its magnitude in a thoughtful manner that befits an organization of high significance to the state of California – and independent from the California brand.

## 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.

While the tourism industry audience is constantly shifting over time, many of the same players participate in Visit California programs year after year, so it's critical to keep content fresh to continue capturing interest.



## Attitude and Tone

Keywords that define the corporate brand attitude:

- **ambitious**
- **influential**
- **friendly**
- **fresh**

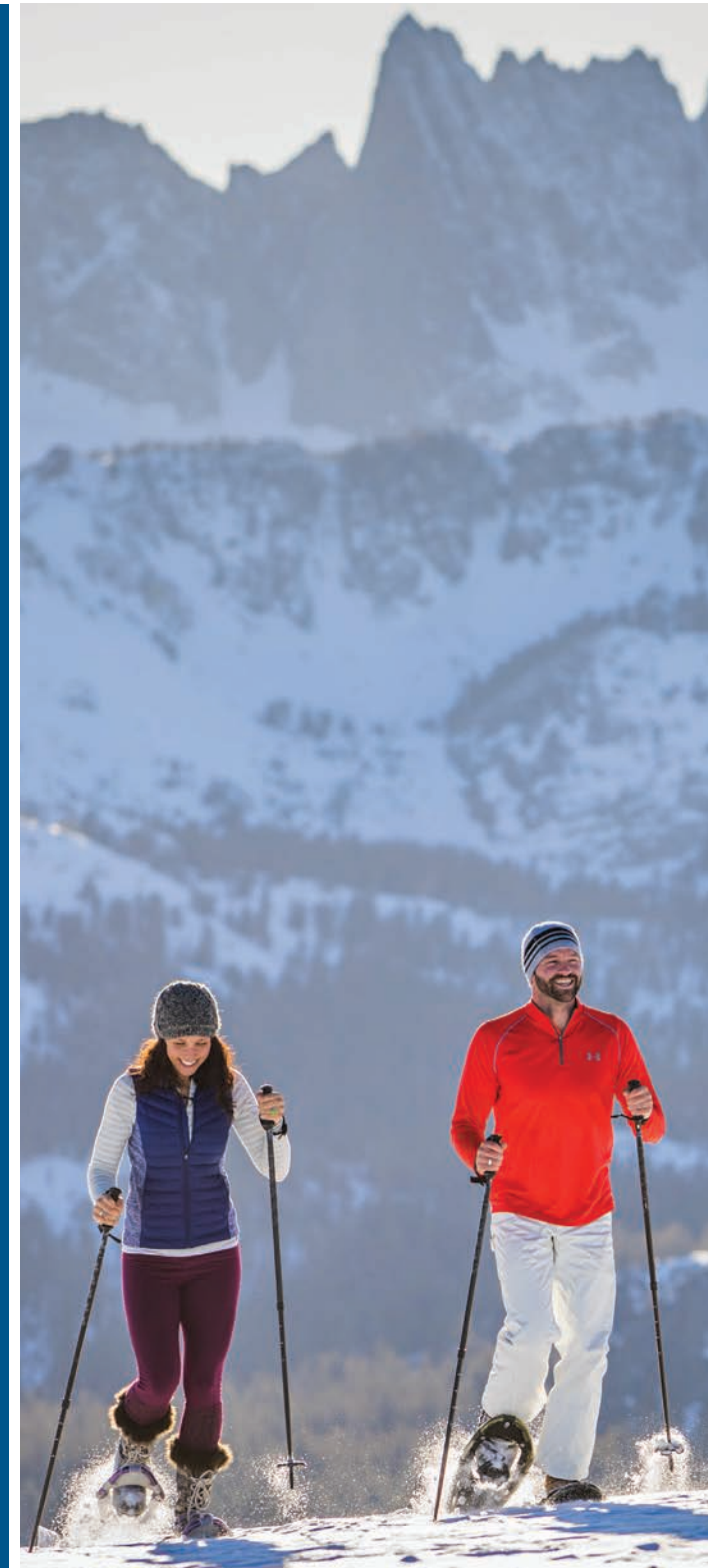
Our tone creates consistency in how all content is delivered. Keep these words in mind when developing communications to maintain a distinct tone of voice and ensure the Visit California personality shines through.

The Visit California 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 reader what to do with the information presented.

## Creative

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 regions across the state, as well as Visit California pillars and activities. Partners should see themselves reflected in the work Visit California is doing on their behalf.



## Visit California Logo Introduction

The Visit California corporate logo is the official mark for the Visit California brand.

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**.

The logo's elements include the wave, representing the Pacific Ocean and numerous lakes and rivers found across the state.

The Visit California Gold brand color evokes golden sunshine and Visit California Blue speaks to the endless blue ocean and sky.



## Logo Usage

The first considerations when determining what logo to use are **audience** and **objective**.

Is the logo telling an audience about Visit California, the organization, or about California, the 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 public at large – the corporate logo should be used.



**When pairing the Visit California logo with a url, only use [industry.VisitCalifornia.com](https://industry.visitcalifornia.com).**

Use the Visit California corporate logo when the organization is a sponsor, exhibitor or presenter and in all corporate communications.

These instances include but are not limited to:

- Event sponsorship
- Event branding
- Trade show booth signage
- Staff logo wear/apparel
- Nametags
- Industry presentations
- Corporate publications and communications channels
- Promotional items
- Invitations and other printed collateral



## Other Corporate Marks

There are instances when a program or initiative requires its own distinct mark.

Secondary marks should be developed in partnership with the Corporate Communications team, and include consistent fonts, colors and other elements to complement the corporate logo.

Be sure to apply all practices applicable to the corporate logo outlined on Page 12 to secondary logos.

### Other Corporate Marks

Pair secondary marks with the Visit California logo whenever possible.





## Logo Components

The Visit California logo consists of three elements — the ‘Visit’ logotype, positioned above the ‘California’ logotype, locked up with the wave.

The logo is comprised of three PANTONE colors:

- Visit California Gold (\*PANTONE 7406)
- Visit California Blue (\*PANTONE 7462)
- Visit California Orange (\*PANTONE 716)

The font used is Gotham Rounded Bold.

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



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

## One-Color Logos

When reproduction or printing constraints prevent the use of the Visit California Color Logo, use one of the alternate one-color versions seen here.

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

Visit California Black Logo



Visit California Blue Logo



Visit California Gold Logo



Visit California Orange Logo



Visit California 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.

## Reverse Logo Application

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

### Reverse Logo on Color Background



Visit California Reverse Gold Logo

\*For illustrative purposes only.  
This example with the white logo contained in a box is NOT intended to be used as a logo variation.

### Reverse Logo on Photography



## Use on Backgrounds

Use the Visit California 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 with the legibility of the logo.

Color Logo on Light Background



Logo Usage on Medium Background



INCORRECT: Insufficient Contrast

Reverse Logo on Dark Background



INCORRECT: Insufficient Contrast



## Incorrect Logo Usage

1. **Do not** add a prominent drop shadow or outer glow to the Visit California logo; it interferes with legibility.
2. **Do not** recreate any part of the logo or alter the logotype.
3. **Do not** remove any elements of the logo.
4. **Do not** alter the relationship between the logotype elements.
5. **Do not** reproduce the logo in any color other than those approved.
6. **Do not** use the logo in any application that does not provide the required contrast between background and logo.
7. **Do not** use the logo over a photograph if the required contrast guidelines cannot be met.



## Logo/URL Components

The industry URL should be used in all instances where the corporate logo is used with a URL present. Special circumstances may apply, but must be approved by the Creative Services Manager.

The minimum size the Visit California logo with URL may be reproduced is  $1\frac{1}{4}$ " wide to ensure legibility.

The minimum required clear space surrounding the Visit California logo is equal to the x-height of the first 'a' 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



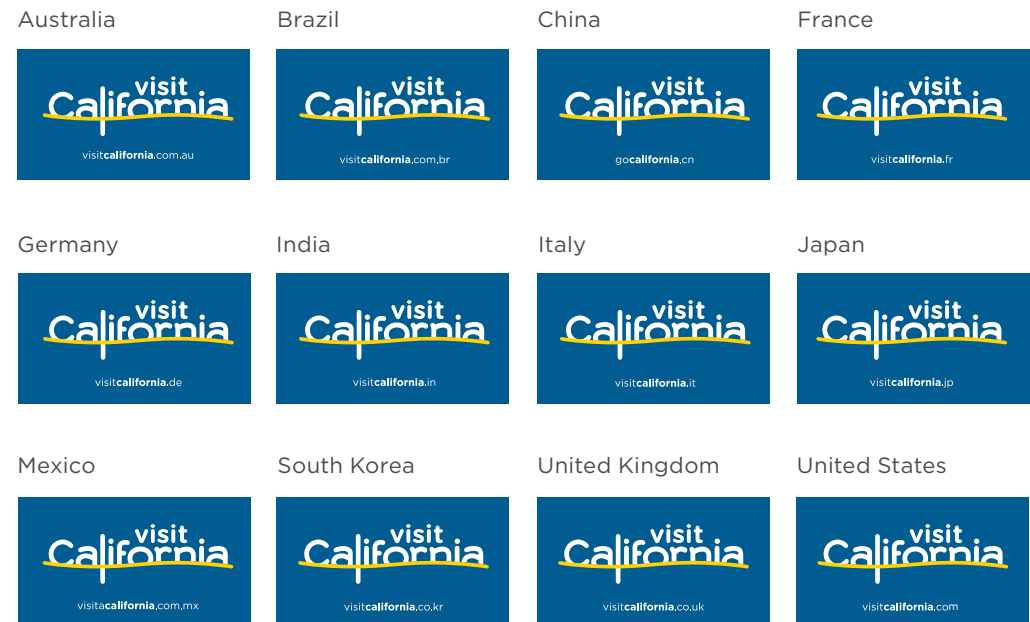
Horizontal Co-Brand URL Logo Lockup Clear Space

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.



## Co-Brand URL Lockup

Logos shown both positive (at top) and reversed out (bottom) for each market.



## Office of Tourism Co-Branding

Communications from the Office of Tourism are identified via usage of the California state seal.

Do not include any Visit California branding on communications focused on assessment payments.

Co-branded communications should be formatted on approved letterhead using both the Visit California logo and the state seal. These items require approval from the CEO and Vice President of Communications.





## 'California' Usage

Visit California is the official expression of the brand used in all formal and informal 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, but may include apparel and other promotional items that have a longer-term lifespan beyond a single event or campaign. Items branded with "California" are intended for distribution to a spectrum of audiences, including staff, commissioners, industry players, consumers and other VIPs.

Approved 'California' usage



## Design Assets

The illustrations included in this section are available to enhance Visit California communication.

The Visit California wave illustration, used effectively, can separate information, help to create spaces within a layout or provide a small design touch to an otherwise uninspired layout.

The wave is available in three color variations:

- multi-colored wave with yellows, oranges and blues
- warm wave with yellows and oranges
- 50% opaque wave.

A unique expression of the Visit California corporate identity, the wave should be treated with care. When using the wave illustration always use the approved provided electronic artwork. If alterations have been made to this design element, please ask the Visit California Creative Services Manager review for final approval.

Visit California Wave Multi-Color



Visit California Wave Color



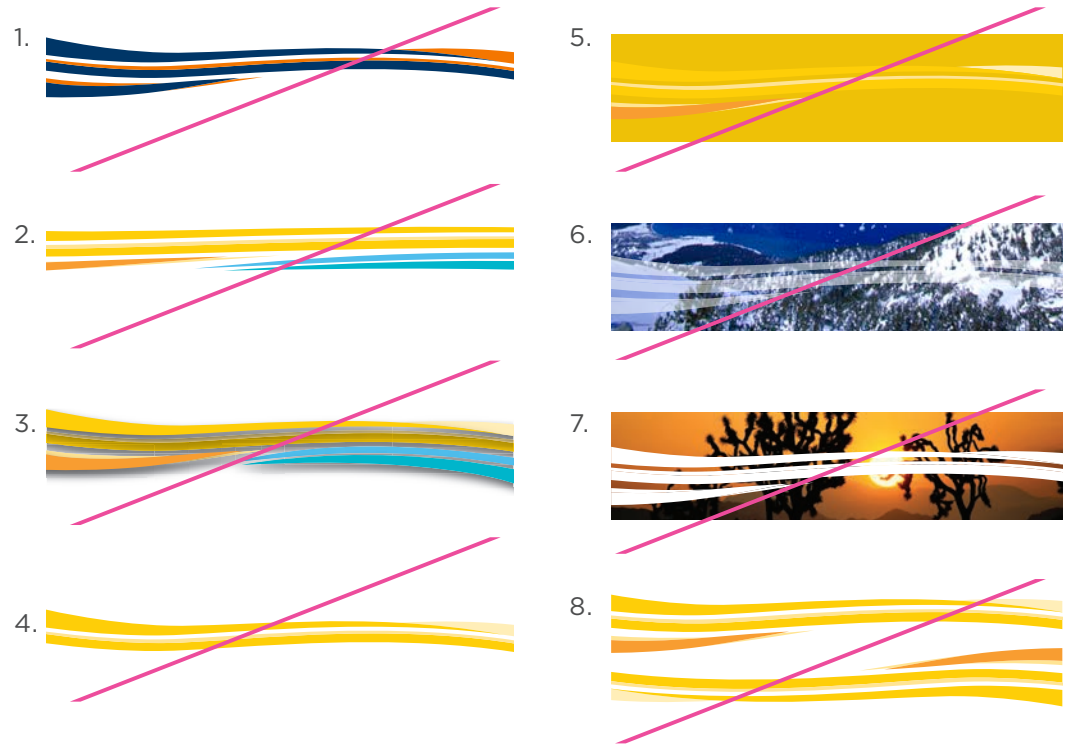
Visit California Wave Opaque



## Design Assets

### Incorrect Usage

1. **Do not** reproduce the wave in any color other than those approved.
2. **Do not** stretch or alter the relationship between the wave elements.
3. **Do not** add a drop shadow to the wave; it interferes with legibility.
4. **Do not** remove any elements of the wave.
5. **Do not** use the wave in any application that does not provide the required contrast between background and wave.
6. **Do not** use the wave over a photograph if the appropriate contrast cannot be met.
7. **Do not** use the wave to knockout in a photograph.
8. **Do not** repeat the wave in the same layout.



## Environmental Logo Applications

In environmental situations (outdoor or indoor), it is vital that the Visit California logo is highly legible to make a striking impact. This requires the logo be large, yet have some breathing room to let it 'pop.' At right are examples of how to use white space, the wave elements and the Visit California logo to create a high-impact graphic.

### Situational Application Examples



### Environmental Application Examples





## Typography

The Gotham font family is used in all corporate brand communications using the Roman alphabet.

The Gotham family has great personality, offers flexibility and a comprehensive range of weights including light, rounded and condensed for all creative needs.

For instances where Gotham is not available, see substitution fonts on Page 27.

Gotham Family, Subheads and Body Copy

Gotham  
AaBbCcDd1234

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

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

Gotham Condensed Book  
**Gotham Condensed Medium**  
**Gotham Condensed Bold**

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

**To purchase the Gotham  
family, visit this website:**  
[www.typography.com](http://www.typography.com)

## Typography

### Accent Font Archer

Sweet but not saccharine, earnest but not grave, Archer is designed to hit just the right notes of forthrightness, credibility, and charm.

Archer Family, Subheads and Body Copy

# Archer

AaBbCcDd1234

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Archer Light

*Archer Light italic*

Archer Book

*Archer Book italic*

Archer Medium

*Archer Medium italic*

Archer Semi Bold

*Archer Semi Bold italic*

**Archer Bold**

***Archer Bold Italic***

**To purchase the Archer  
family, visit this website:**

[www.typography.com](http://www.typography.com)

## Typography

### Accent Font Ethos

Ethos is a contemporary serif fontfamily by Fonts With Love.

It comes in 36 fontstyles with true italics and a bunch of opentype features like small caps, ligatures, nominators and denomiators, fractions and many more. Its x-height is pretty high, which makes it legible even on small font sizes.

Above that, the lighter weights have a rather low-contrast linestyle, which improves the legibility on display application especially on smaller sizes.

On larger font sizes, the typeface stands out with a distinctive character of geometrically shaped letters with soft rounded corners.

Ethos Family, Subheads and Body Copy

Ethos Expanded Light

\$30.00 

# Visit California

Ethos Expanded Regular

\$30.00 

# Visit California

Ethos Expanded Medium

\$30.00 

# Visit California

Ethos Expanded Bold

\$30.00 

# Visit California

**36 STYLES**

*with real italics,  
condensed &  
expanded*

Thin, Light, Regular, Medium, Bold, Heavy

*Thin, Light, Regular, Medium, Bold, Heavy*

Thin, Light, Regular, Medium, Bold, Heavy (Condensed)

*Thin, Light, Regular, Medium, Bold, Heavy (Condensed Italic)*

Thin, Light, Regular, Medium, Bold, Heavy (Expanded)

*Thin, Light, Regular, Medium, Bold, Heavy (Expanded Italic)*

**To purchase the Ethos  
family, visit this website:**

[www.myfonts.com](http://www.myfonts.com)

## Typography

### Accent Font Celeste

Almost a slab serif but not, a more reader friendly typeface and a straight-forward but elegant feel.

Celeste Family, Subheads and Body Copy

# Celeste

AaBbCcDd1234

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Celeste Regular

*Celeste Regular Italic*

Celeste Bold

*Celeste Bold Italic*

also available:

Celeste Book

Celeste Book Italic

**To purchase the Celeste family, visit this website:**

[www.myfonts.com](http://www.myfonts.com)

<sup>108 pt</sup>  
UT LABOR  
Labore et d

<sup>72 pt</sup>  
ET DOLORE MAGNA  
Dolore magna aliqua. U

<sup>48 pt</sup>  
MAGNA ALIQUA. UT ENIM AD M  
Aliqua. Ut enim ad minim veniam,

<sup>36 pt</sup>  
UT ENIM AD MINIM  
Enim ad minim venia

<sup>14 pt</sup>  
Nuncius exercitatus cillamio laboris nisi ut aliquip ex e  
a commodo consequat. Duis aute irure dolor in reprehens  
denti in voluptate velit esse cillum dolore eu fugiat nulla  
pariatur. Excepteur sint occaecat cupidatat non proident



## Typography

### Accent Font Sentinel

A slab serif that thrives in text.

Throughout its full range of weights, Sentinel's design employs strategies that help it flourish in sizes both large and small.

Sentinel's thinner horizontal strokes allow more space into the interiors of letters, helping make text settings appear larger than they actually are.

### Sentinel

Headline, Subheads and Body Copy

**Sentinel**

Sentinel Light. Constructed yet relaxed is

Sentinel Light

Sentinel Book. Designed with text in mir

Sentinel Book

Sentinel Medium. The 'antique' is a cat

Sentinel Medium

Sentinel Semibold. Clarendons & Anti

Sentinel Semibold

Sentinel Bold. More weights than co

Sentinel Bold

Sentinel Black. Evoking traditions t

Sentinel Black

*Sentinel Light Italic. Books with fashiona*

Sentinel Light Italic

#### CASE STUDY LOS ANGELES COUNTY

## A New Way to Vote for Angeles

Example of Gotham & Sentinel  
in a case study

To purchase the sentinel  
family, visit this website:  
[http://www.typography.com/  
fonts/sentinel](http://www.typography.com/fonts/sentinel)

## Typography

### Accent Font Lava

Lava was designed for magazine use, but far transcends its original application. It's a no-nonsense workhorse typeface that can handle large quantities of text with ease.

It's legible and harmonious at small sizes, sophisticated and elegant at large sizes.

#### Lava

Headline, Subheads and Body Copy

Lava Bold 101px

# Visit California

Lava Medium 72px

## Brand Book

Lava Regular 100px

### Visit California Brand Book

Lava Regular 100px

It seems to be a golden age of type design—not only are there more type foundries now than ever before, not only is distribution easier and more direct, not only is type a hot topic for numerous specialised blogs and magazines, but even the general interest media are in on the conversation, (if only occasionally). New type design courses are opening regularly, churning out legions of type designers. And there are now over 150,000 fonts available for direct download.

### Build a plan priced specifically for you

Tell us a little about your company so you can start saving yourself a bunch of time and headaches.

BUILD YOUR PLAN

Example of lava and Gotham in a case study

Lava Regular 100px

## Hello, Lava

To purchase the lava family, visit this website:  
<https://www.typotheque.com/fonts/lava>

## Typography

### Substitution Typography

For instances where Gotham is not permissible, Verdana, a widely recognized system font, is recommended for the use of cross-platform documents and presentations. Examples of these instances include PowerPoint, Word, Excel, Keynote, HTML websites and online documents.

Verdana Family, For Substitution

Verdana  
AaBbCcDd1234

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Verdana Regular  
*Verdana Italic*

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

**To purchase the Verdana  
family, visit this website:**  
[www.typography.com](http://www.typography.com)

## Typography

### International Typography

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

Chinese Corporate Font:  
Fangzheng Lanting Hei

方正兰亭黑

Japanese Corporate Font:  
Hiragino Kaku Gothic W3

ヒラギノ角ゴ W3

Korean Corporate Font:  
SM3 Jgothic 02

디지털폰트의 歴史를 이어 가겠습니다.

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

FANGZHEN LANTING HEI:  
[www.foundertype.com](http://www.foundertype.com)

HIRAGINO KAKU GOTHIC W3:  
[font.designers-garage.jp](http://font.designers-garage.jp)

SM3 JGOTHIC 02:  
[www.smfont.com](http://www.smfont.com)

## Email Signature

1. **Employee Name**

Verdana Bold  
11 pt.

2. **Employee Title**

Verdana  
11 pt.

3. **Company Name**

Verdana Bold  
ALL CAPS  
14 pt.  
**Visit:** Visit California Orange (R:234 G:118 B:Ø)  
**California:** Visit California Blue (R:Ø G:85 B:140)

4. **Phone/Address/URL**

Verdana  
11 pt.

### Email Signature Example

① **Robin Nichols**

② Creative Development Manager

③ **VISIT CALIFORNIA**

④ D: 916.319.5408 • C: 925.324.0601  
555 Capitol Mall, Suite 1100 • Sacramento, CA 95814

④ [industry.visitcalifornia.com](http://industry.visitcalifornia.com)

## Primary Color Palettes

The primary color palette consists of three colors:

### COATED

- Visit California Blue \*PANTONE 7462 C
- Visit California Gold \*PANTONE 7406 C
- Visit California Orange \*PANTONE 716 C

### UNCOATED

- Visit California Blue \*PANTONE 301 U
- Visit California Gold \*PANTONE 7404 U
- Visit California Orange \*PANTONE 152 U

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

### Primary **Coated** Color Palette

VCA Blue



**\*PANTONE 7462 C**  
C:100 M:48 Y:6 K:30  
R:Ø G:85 B:140

VCA Gold



**\*PANTONE 7406 C**  
C:Ø M:20 Y:100 K:2  
R:241 G:196 B:Ø

VCA Orange



**\*PANTONE 716 C**  
C:Ø M:61 Y:99 K:Ø  
R:234 G:118 B:Ø

### Primary **Uncoated** Color Palette

VCA Blue



**\*PANTONE 301 U**

VCA Gold



**\*PANTONE 7407 U**

VCA Orange



**\*PANTONE 152 U**

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



## Secondary Color Palette: Coated

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

### Secondary Coated Color Palette



**\*PANTONE 540 C**  
C:100 M:57 Y:12 K:66  
R:Ø G:48 B:87



**\*PANTONE 2915 C**  
C:60 M:9 Y:Ø K:Ø  
R:98 G:181 B:229



**\*PANTONE 3125 C**  
C:84 M:Ø Y:18 K:Ø  
R:Ø G:174 B:199



**\*PANTONE 338 C**  
C:50 M:Ø Y:31 K:Ø  
R:110 G:206 B:178



**\*PANTONE 390 C**  
C:27 M:Ø Y:100 K:3  
R:181 G:189 B:Ø



**\*PANTONE 361 C**  
C:77 M:Ø Y:100 K:Ø  
R:67 G:176 B:42



**\*PANTONE 356 C**  
C:91 M:4 Y:100 K:25  
R:Ø G:122 B:51



**\*PANTONE 357 C**  
C:92 M:18 Y:94 K:61  
R:33 G:87 B:50



**\*PANTONE 128 C**  
C:Ø M:7 Y:75 K:Ø  
R:243 G:213 B:78



**\*PANTONE 157 C**  
C:Ø M:42 Y:74 K:Ø  
R:236 G:161 B:84



**\*PANTONE 7417 C**  
C:1 M:83 Y:85 K:Ø  
R:224 G:78 B:57



**\*PANTONE 167 C**  
C:5 M:77 Y:100 K:15  
R:190 G:83 B:28



**\*PANTONE 187 C**  
C:7 M:100 Y:82 K:26  
R:166 G:25 B:46



**\*PANTONE 214 C**  
C:Ø M:100 Y:24 K:4  
R:206 G:15 B:105



**\*PANTONE 228 C**  
C:16 M:100 Y:14 K:42  
R:137 G:12 B:88



**\*PANTONE 269 C**  
C:80 M:98 Y:5 K:27  
R:81 G:45 B:109



**\*PANTONE 131 C**  
C:2 M:39 Y:100 K:10  
R:204 G:138 B:Ø



**\*PANTONE 1395 C**  
C:9 M:55 Y:100 K:39  
R:153 G:96 B:23



**\*PANTONE 477 C**  
C:23 M:75 Y:78 K:69  
R:98 G:59 B:42



**\*PANTONE 7539 C**  
C:24 M:13 Y:18 K:38  
R:142 G:144 B:137

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

## Secondary Color Palette: Uncoated

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

### Secondary **Uncoated** Color Palette



\*PANTONE 295 U



\*PANTONE 2915 U



\*PANTONE 3125 U



\*PANTONE 337 U



\*PANTONE 583 U



\*PANTONE 368 U



\*PANTONE 356 U



\*PANTONE 357 U



\*PANTONE 114 U



\*PANTONE 143 U



\*PANTONE 7417 U



\*PANTONE 1525 U



\*PANTONE 187 U



\*PANTONE 214 U



\*PANTONE 235 U



\*PANTONE 269 U



\*PANTONE 124 U



\*PANTONE 139 U



\*PANTONE 477 U



\*PANTONE 416 U

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

## Tertiary Color Palette

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

### Tertiary **Coated** Color Palette



**\*PANTONE 7401 C**  
C:Ø M:4 Y:27 K:Ø  
R:245 G:225 B:164



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



**\*PANTONE 1345 C**  
C:Ø M:17 Y:50 K:Ø  
R:253 G:208 B:134



**\*PANTONE 475 C**  
C:Ø M:21 Y:30 K:Ø  
R:243 G:207 B:179



**\*PANTONE 573 C**  
C:20 M:Ø Y:14 K:Ø  
R:181 G:227 B:216



**\*PANTONE 7457 C**  
C:18 M:Ø Y:5 K:Ø  
R:187 G:221 B:230



**\*PANTONE 2706 C**  
C:19 M:10 Y:Ø K:Ø  
R:203 G:211 B:235



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

### Tertiary **Uncoated** Color Palette



**\*PANTONE 7401 U**



**\*PANTONE 467 U**



**\*PANTONE 134 U**



**\*PANTONE 475 U**



**\*PANTONE 573 U**



**\*PANTONE 268 U**



**\*PANTONE 2706 U**



**\*PANTONE 7527 U**

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

## Business System

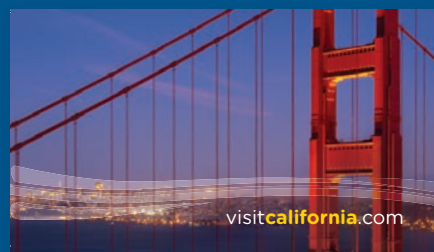
Templates have been created for business cards, letterhead, second sheets and envelopes. Files are available in electronic format:

smb://dam/common/CTTC CREATIVE SERVICES/LIBRARY/BUSINESS STATIONERY

### Business Card Front



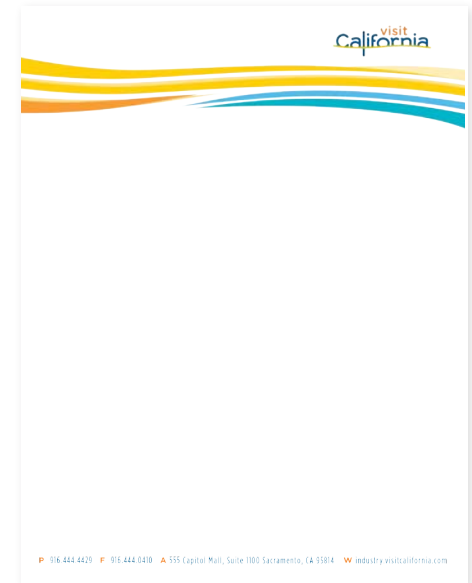
### Business Card Back



### Executive Letterhead



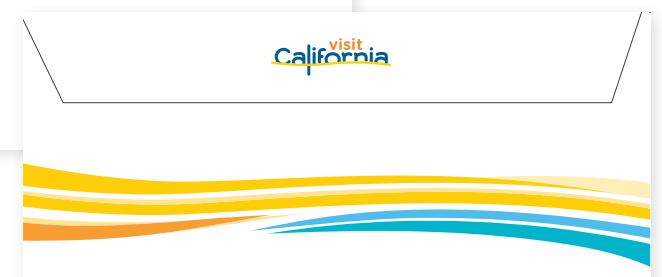
### Letterhead



### Envelope Front



### Envelope Back



- 1 **Organization Name**  
Gotham Condensed Bold  
12.5 pt / 100 pt Kerning
- 2 **Address**  
Gotham Condensed Bold  
9.5 pt / 60 pt Kerning

## Business Cards (Front)

Staff business cards are the only exception to featuring both [industry.VisitCalifornia.com](http://industry.VisitCalifornia.com) and [VisitCalifornia.com](http://VisitCalifornia.com) on one piece.

Business Card Front



- 1 Employee Name**  
Gotham Condensed Medium  
13 pt / 30 pt Kerning
- 2 Employee Title**  
Gotham Condensed Medium  
8.75 pt / 30 pt Kerning
- 3 Employee Contact Information**  
Gotham Condensed Light  
8.75 pt / 30 pt Kerning /  
10 pt Leading

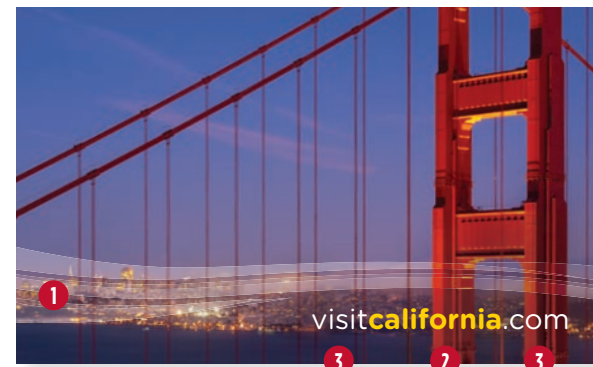
## Business Cards (Back)

The Visit California business card backs showcase California's one-of-a-kind landscapes from sun-drenched beaches and towering redwoods to snow-capped peaks and desert oases. With many diverse landscapes there are a variety of approved backs to choose from.

The business card backs consist of three design elements including the photograph, opaque wave and URL.

A unique yet consistent expression of the Visit California brand, the business system should be treated with care. Templates have been created for business cards backs and are available in electronic format.

### Business Card Back



- 1 Wave**  
Wave Opaque
- 2 URL, California**  
Gotham Rounded Bold  
12 pt
- 3 URL, Visit and .com**  
Gotham Rounded  
12 pt

### Business Card Back Examples



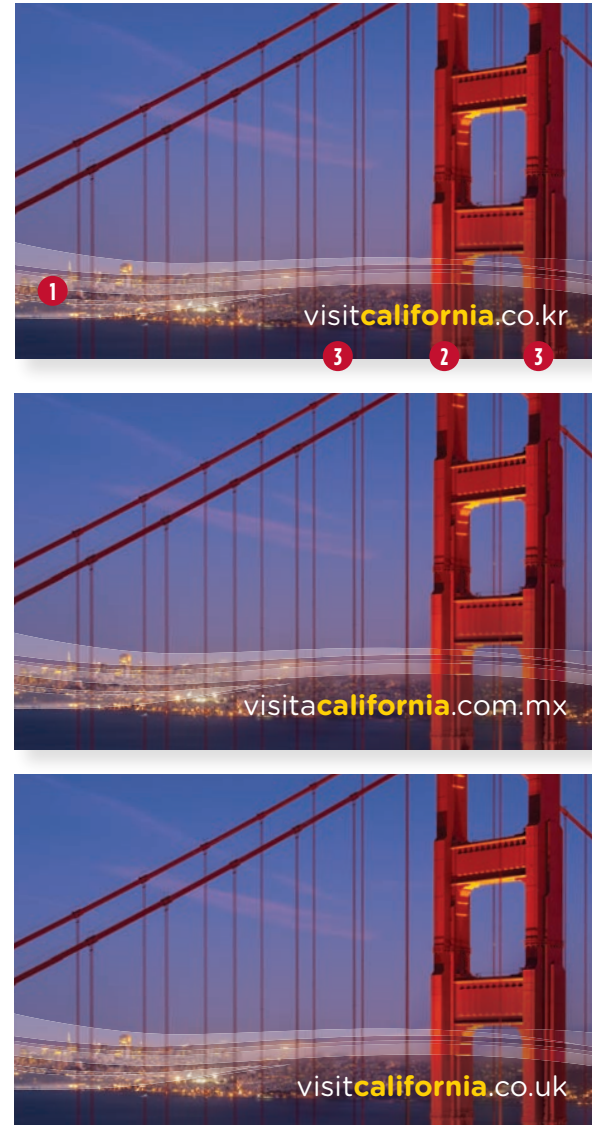


## International Business Card Backs

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

A unique yet consistent expression of the Visit California corporate identity, the business system should be treated with care. Templates have been created for international business cards and are available in electronic format.

### International Business Card Back Examples



- 1 Wave**  
Wave Opaque
- 2 URL, California**  
Gotham Rounded Bold  
12 pt
- 3 URL, Visit, .com and country domain extension**  
Gotham Rounded  
12 pt

## Presentation Style

Creating and collaborating on corporate presentations is a big part of how we share information globally.

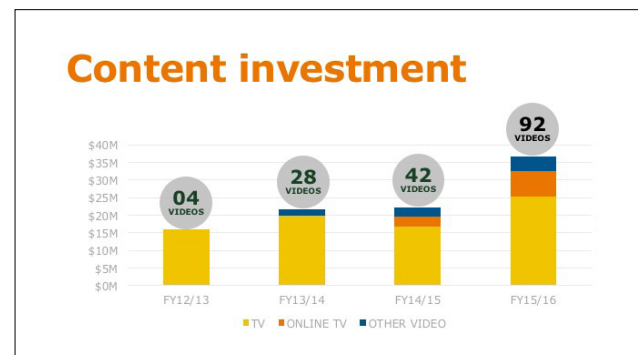
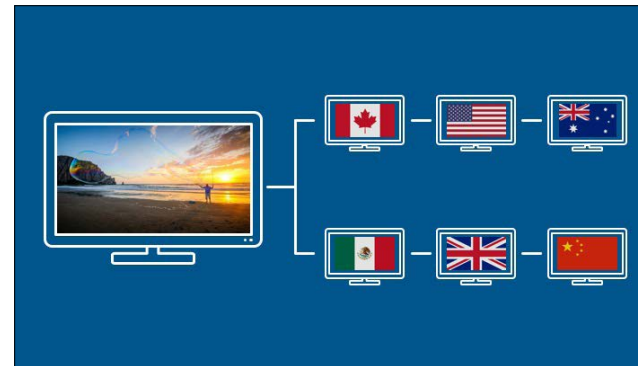
That's why we have standardized PowerPoint templates and a slide library packed with thousands of pre-developed slideware accessible to all staff and vendors (slides.VisitCalifornia.com).

Approach all presentation development first understanding the makeup of the audience and then defining the messaging objectives.

Keep in mind that all audience members are busy professionals and Visit California is competing for their attention to deliver its message. So, 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.

Find the full Presentation Style Guide in the Presentation Library under Templates.  
[slides.VisitCalifornia.com](https://slides.VisitCalifornia.com)



## Photography

Photography is a key tool for communicating the abundance and diversity of California and Visit California's many stakeholders.

Photography connects with audiences in ways that words can't, making images an important aspect of communicating Visit California's approach to statewide marketing programs and vision for the future.

Visit California imagery is at once bold enough to relay the "Dream Big" aspects of the consumer brand, while also portraying an array of the state's regions and only-in-California experiences.

Our photography style is:

- **distinct**
- **natural**
- **authentic**

### Photography Examples



## Video

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 package.

Apply all creative guidelines outlined in this document to videos, from fonts and imagery usage, to guidance related to tone of voice.

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

Our video style is:

- **dynamic**
- **approachable**
- **substantive**

### Video Examples







visit  
**California**

## **CONTACT VISIT CALIFORNIA**

To access Brand Standards and digital assets on the Digital Asset Management System, log onto [VisitCalifornia.com/dams](https://VisitCalifornia.com/dams) and choose 'Request Account.'

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