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.

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.

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 — 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.

d.

b.

e.

c.

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.

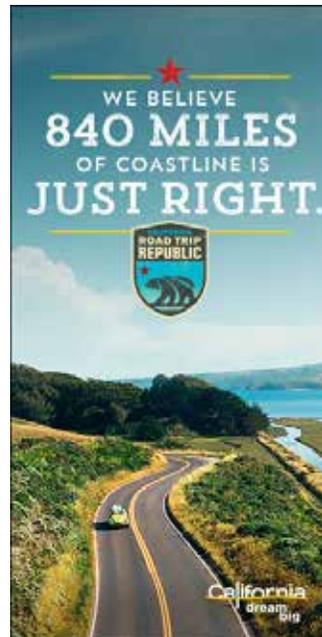**To purchase these fonts, visit these websites:**

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