

# California Road Trip Republic: Industry Involvement Toolkit



**ROAD TRIP  
REPUBLIC™**

**visit  
California**



Visit California's intention of this tool kit is to provide you with assets and ideas that can help your destination leverage the California Road Trip Republic program.

Additionally, below is a link to the Visit California **Content Submission Tool** where you can submit ideas for new road trips relevant to your region or highlight your local business.

[Content Submission Tool](#)





# California Road Trip Republic Objectives



# Road Trips Initiative Objectives

1



Extend # Overnight Stays Per Visit

2



Bolster # of Cars Rented

3



Expand Visitation to Rural Regions

4



Support Outdoor Hospitality Efforts

5



Engage International Fly & Drive Markets

6



Fuel Partnerships/OTA Conversations

7



Position CA: Premier US Road Trip Destination





# Platform Overview

In 1903, the first cross country road trip originated in California. And the California Road Trip has been a rite of passage ever since. Celebrated in music, literature and film, it is an enduring theme central to the American experience.

People of all kinds, from every corner of the world come 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.

Most importantly, everyone is invited. So join in, buckle up, roll down the windows, crank some tunes, and ride with us — in the California Road Trip Republic.

TM



# California Road Trip Republic Beliefs

As part of the California Road Trip Republic campaign, Visit California has developed a set of beliefs that help guide the core principals of a California road trip. We encourage you to select beliefs from the following slides that are most relevant for your destination to use on your owned and earned channels. **Or feel free to create your own beliefs!**





# Beliefs “How To”

Step 1: Find a belief that works for your business/destination

Step 2: Choose an image

Step 3: Add your own logo/branding

=



Design your own belief

Visit California imagery

CRTR logo

Your destination's logo  
+  
Dream Big logo

\*\*Example of branded asset to be used across website, social media channels, etc.

# Beliefs

- 1. We believe that buckled in is where we are most free.**
- 2. We believe in the photo less taken.**
- 3. We believe in pushing the odometer more than the speedometer.**
- 4. We believe curiosity is the greatest alternative fuel.**
- 5. We believe in eating roadside, sleeping outside and living wild side.**
- 6. We believe you haven't seen a big tree until you've driven through one.**
- 7. We believe in snowboards and surfboards sharing a roof rack.**
- 8. We believe in finding the longest distance between two points.**
- 9. We believe 840 miles of coastline is just right.**



# Beliefs

10. We believe travel isn't just movement; it's about being moved.
11. We believe the invention of the wheel is rivaled only by the cupholder.
12. We believe in one-handed, hassle-free snack access for the driver.
13. We believe the navigator shall not nap without passing the title prior to slumber.
14. We believe in high roads, winding roads, back roads and rocky road.
15. We believe the road less travelled is usually the road most awesome.
16. We believe the left coast makes a righteous road trip.
17. We believe that grabbing the wheel is letting go.
18. We believe the taller the tree, the greater the hug.
19. We believe in snowy windshields and sandy floormats.

# Beliefs

- 20. We believe the lost coast deserves to be found.**
- 21. We believe in desert driving, coastal cruising and mountain motoring. Then tomorrow, who knows.**
- 22. We believe horizons are meant to be chased.**
- 23. We believe every detour is an opportunity.**
- 24. We believe whomever scores the most points of interest wins.**
- 25. We believe in outrunning your cell signal.**
- 26. We believe that even if the route is the same, no two road trips are identical.**
- 27. We believe no sunset should go unwatched.**
- 28. We believe in avoiding the middle of the road. Pick a side and roll with it.**
- 29. We believe there is no one way.**



# Beliefs in Action

As an example, Visit California has brought the beliefs to life through a series of digital display banners, bumper stickers for FAM tours, and a series of nine :06 online TV commercials, which we will show you next.



HORIZONS  
ARE MEANT TO BE  
CHASED.

A horizontal digital display banner with a white background. At the top, a red star is centered above the text "HORIZONS ARE MEANT TO BE CHASED." in blue, bold, sans-serif font. The text is flanked by horizontal lines.



EVERY DETOUR  
IS AN  
OPPORTUNITY.

A horizontal digital display banner with a white background. At the top, a red star is centered above the text "EVERY DETOUR IS AN OPPORTUNITY." in blue, bold, sans-serif font. The text is flanked by horizontal lines.



A scenic landscape featuring a wide river flowing through a valley, with mountains in the background. In the foreground, a person is seen from behind, looking out over the scene. The entire image is overlaid with a semi-transparent teal rectangle. The text "Available Assets" is centered within this rectangle in a white, bold, sans-serif font.

# Available Assets



# Asset List

Assets available for you to use on your owned and earned channels:

- **Online TV (OTV) Commercial:**  
*“Born to Be Wild”*  
:45/:30 (ENG, SP, CHI)
- **OTV Commercial:** “Beliefs”  
:06 (ENG, SP, CHI TBC)
- **Photography:**  
81 image selects



# Online TV Commercial Overview

Visit California has created :45, :30 and :06 online TV (OTV) commercials which will launch in global markets February, 2020. The :45 and :30 are based upon the famous song, *Born to Be Wild*, while the :06 commercials bring our beliefs statements to life.

## **OTV Commercial:** “Born to be Wild” (available in ENG, CHI, SPA)

- :45 [California Road Trip Republic TV Spot](#)
- :30 To come

## **OTV Beliefs Commercials:** (available in ENG, CHI, SPA)

- :06 [We Believe in the Photo Less Taken](#)
- :06 [We Believe in Finding the Longest Distance Between Two Points](#)
- :06 [We Believe You Haven't Seen a Big Tree Until You've Driven Through One](#)
- :06 [We Believe That Buckled in is Where We are Most Free](#)
- :06 [We Believe 840 Miles of Coastline is Just Right](#)
- :06 [We Believe Curiosity is the Greatest Alternative Fuel](#)
- :06 [We Believe in Pushing the Odometer More Than the Speedometer](#)
- :06 [We Believe in Snowboards & Surfboards Sharing a Roof Rack](#)
- :06 [We Believe in Sleeping Outside & Living Wild Side](#)



# OTV Usage Rights

## **Term of use: 9/16/19 ending 9/15/21**

As an industry partner you may use these video assets in **your owned** channels including websites, social media, email, publications, collateral and trade show booths. You may also use these videos in **your earned** channels including PR, travel trade and industry partners.

These videos **may not be used in your destinations paid media channels** including but not limited to print, digital and out-of-home advertising.

These videos **may not be modified from their original form.**

Addition of partner logo must be co-branded with Visit California's (California Dream Big) logo. No 3<sup>rd</sup> party logo usage.

## **To access all OTV assets:**

Please contact [Ashley Abney](#)



# Photography Overview

While filming our OTV commercials Visit California deployed a professional photographer to catch images from the commercial shoot along with b-roll footage up and down the state. There are 81 total images that you may use in your owned and earned channels.





# Photography Usage Rights

**Term of use: 9/16/19 ending 9/15/21**

As an industry partner you may use these photographs in **your owned** channels including websites, social media, email, publications, collateral and trade show booths. You may also use these photographs in **your earned** channels including PR, travel trade and industry partners.

These photographs **may not be used in your destinations paid media channels** including but not limited to print, digital and out-of-home advertising.

These photographs **may not be modified from their original form.**

**Usage is NOT permitted** unless Visit California's (California Dream Big) logo is present on material.

Addition of partner logo must be co-branded with Visit California's (California Dream Big) logo. No 3<sup>rd</sup> party logo usage.

**To access all photography assets:**

Please contact [Ashley Abney](#)



A scenic landscape featuring a blue semi-transparent overlay. The background shows a forested hillside with a body of water in the distance under a cloudy sky. The text is centered on the overlay.

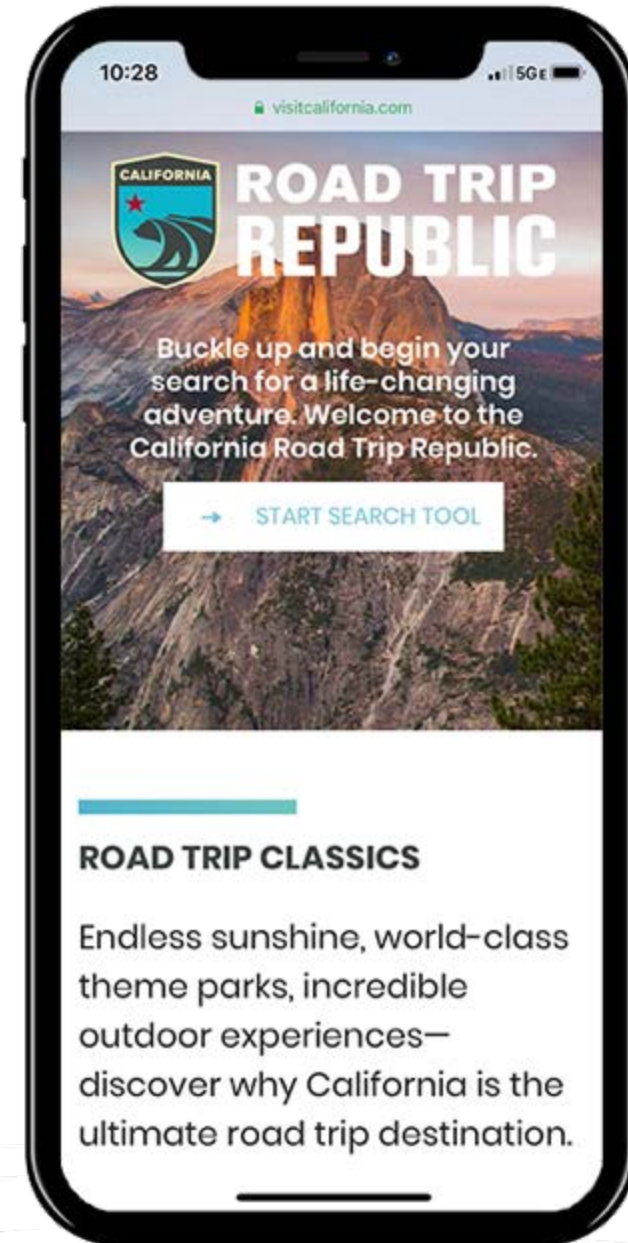
# Road Trip Hub

[VisitCalifornia.com/road-trips](https://www.visitcalifornia.com/road-trips)



# Visit California Website

The new Road Trips Hub on VisitCalifornia.com features 50+ itineraries, encompasses 634 stops and nearly 15K miles across all 12 California regions. Consumers can utilize the mapping functionality to start their trip from anywhere and the **Download Itinerary** option to print or share the road trips.



The background image shows a road trip scene at night. A teal semi-transparent banner is overlaid on the image, containing white text. The text reads "California Road Trip Republic Brand Standards Guide". The background features a dark sky with stars, a road, and a person sitting on a bench in front of a large vehicle, possibly a bus or truck, parked on the side of the road.

# California Road Trip Republic Brand Standards Guide



# 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



Full Color Program  
Mark (CHINA)



## 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

- Do not add a prominent drop shadow or outer glow to the program mark; it interferes with legibility.
- Do not recreate any part of the mark.
- Do not remove any elements of the mark.
- Do not alter the relationship between the mark elements.
- Do not reproduce the mark in any color(s) other than those approved.
- 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 M0 Y18 K0  
R0 G174 B199  
HEX 00AEC7



**\*PANTONE 7499**  
C5 M7 Y35 K0  
R241 G228 B178  
HEX F1E4B2



**\*PANTONE 338**  
C50 M0 Y31 K0  
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.



# Activation Opportunities/ Thought Starters



# Activation Opportunities/ Thought Starters

- Share a road trip that features your destination or business from [Visit California's Road Trip Hub](#) across your owned channels
- Create new “Beliefs” that are unique to your region for use on Owned channels
- Re-share Visit California road trip-focused social postings on Facebook & Instagram; leverage **#RoadTripCalifornia** to engage in the conversation and find user generated content
- Use a mix of both multi-image and video content to inspire your audience
- Share :06/:45/:30 OTV commercials on Owned channels (see usage rights)
- Leverage bank of road trip photography (co-branding mandatory) on social channels



# Activation Opportunities/ Thought Starters

- Share a link to the *California Road Trips: 50 Life-Changing Adventures* Bookazine, available for sale to consumers on Amazon.com.
- Help road trippers get off the beaten path: invite them to explore the “hidden gems” of your destination via Owned channels
- Engage with Visit California’s consumers when Visit California tags you in questions via Instagram and Facebook. This is an easy way to get in front of consumers who are actively planning their next trip.
- Submit road trip content and ideas to be utilized across Visit California’s owned channels (blog, podcast, etc.) and for global earned media pitching : Content Submission Tool
- Work with at least two other destinations on hosting a journalist or influencer road trip through your region and submit a Gold Pass application to have Visit California assist with the airfare and car rental.



## Campaign/Creative Questions:

Ashley Abney

Brand Advertising Manager

[AAbney@VisitCalifornia.com](mailto:AAbney@VisitCalifornia.com)

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