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**.

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.
**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.

*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

Visit California Reverse Gold Logo
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.
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 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.

<table>
<thead>
<tr>
<th>Country</th>
<th>Australia</th>
<th>Brazil</th>
<th>China</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td><img src="visitcalifornia.com.au" alt="Visit California" /></td>
<td><img src="visitcalifornia.com.br" alt="Visit California" /></td>
<td><img src="visitcalifornia.com.cn" alt="Visit California" /></td>
<td><img src="visitcalifornia.fr" alt="Visit California" /></td>
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<tr>
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<td><img src="visitcalifornia.com.br" alt="Visit California" /></td>
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<tr>
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<td><img src="visitcalifornia.com.au" alt="Visit California" /></td>
<td><img src="visitcalifornia.com.br" alt="Visit California" /></td>
<td><img src="visitcalifornia.com.cn" alt="Visit California" /></td>
<td><img src="visitcalifornia.fr" alt="Visit California" /></td>
</tr>
<tr>
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<td><img src="visitcalifornia.com.br" alt="Visit California" /></td>
<td><img src="visitcalifornia.com.cn" alt="Visit California" /></td>
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</tbody>
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<table>
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<th>India</th>
<th>Italy</th>
<th>Japan</th>
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<td><img src="visitcalifornia.in" alt="Visit California" /></td>
<td><img src="visitcalifornia.it" alt="Visit California" /></td>
<td><img src="visitcalifornia.jp" alt="Visit California" /></td>
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<td><img src="visitcalifornia.it" alt="Visit California" /></td>
<td><img src="visitcalifornia.jp" alt="Visit California" /></td>
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<tr>
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<td><img src="visitcalifornia.in" alt="Visit California" /></td>
<td><img src="visitcalifornia.it" alt="Visit California" /></td>
<td><img src="visitcalifornia.jp" alt="Visit California" /></td>
</tr>
<tr>
<td>Japan</td>
<td><img src="visitcalifornia.de" alt="Visit California" /></td>
<td><img src="visitcalifornia.in" alt="Visit California" /></td>
<td><img src="visitcalifornia.it" alt="Visit California" /></td>
<td><img src="visitcalifornia.jp" alt="Visit California" /></td>
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<th>United Kingdom</th>
<th>United States</th>
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</thead>
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<tr>
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<td><img src="visitcalifornia.com.mx" alt="Visit California" /></td>
<td><img src="visitcalifornia.co.kr" alt="Visit California" /></td>
<td><img src="visitcalifornia.co.uk" alt="Visit California" /></td>
<td><img src="visitcalifornia.com" alt="Visit California" /></td>
</tr>
<tr>
<td>South Korea</td>
<td><img src="visitcalifornia.com.mx" alt="Visit California" /></td>
<td><img src="visitcalifornia.co.kr" alt="Visit California" /></td>
<td><img src="visitcalifornia.co.uk" alt="Visit California" /></td>
<td><img src="visitcalifornia.com" alt="Visit California" /></td>
</tr>
<tr>
<td>United Kingdom</td>
<td><img src="visitcalifornia.com.mx" alt="Visit California" /></td>
<td><img src="visitcalifornia.co.kr" alt="Visit California" /></td>
<td><img src="visitcalifornia.co.uk" alt="Visit California" /></td>
<td><img src="visitcalifornia.com" alt="Visit California" /></td>
</tr>
<tr>
<td>United States</td>
<td><img src="visitcalifornia.com.mx" alt="Visit California" /></td>
<td><img src="visitcalifornia.co.kr" alt="Visit California" /></td>
<td><img src="visitcalifornia.co.uk" alt="Visit California" /></td>
<td><img src="visitcalifornia.com" alt="Visit California" /></td>
</tr>
</tbody>
</table>
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.

July 1, 2015
Jim Hopper
President & CEO
Street Address
City, State, Zip

Dear Jim Hopper,

2016 is an optimal time to get involved with Visit California, a non-profit marketing organization that collaborates with the state’s travel and tourism industry toward one major goal — to cultivate the California Dream and inspire more travelers to visit the Golden State. Visit California is funded through a self-imposed assessment on businesses that benefit from travel and tourism, while the California Office of Tourism administers the Tourism Assessment Program. Many businesses opt to pass the assessment through to consumers to eliminate the fee’s impact to a company’s bottom line. The law allows businesses to pass on some or all of the assessment to customers. Businesses can accomplish this in many ways, including by itemizing the assessment on receipts or combining with other local assessments or fees.

Visit California’s consumer marketing campaigns and initiatives deliver strong results back to industry investors. In 2014, Visit California’s work achieved a $327 return to the state’s tourism businesses for every $1 invested in marketing.

To learn more, visit IndustryVisitCalifornia.com. Also enclosed is a brochure with answers to frequently asked questions that explain how the tourism assessment program works.

Visit California is committed to providing programs your business can leverage that complement your marketing strategy. We look forward to partnering and collaborating with you on programs that highlight California’s diversity and abundance.

Together, we can keep the California dream alive.

Sincerely,

Caroline Beteta
President & CEO, Visit California
‘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.
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.
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.
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
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
Typography

Accent Font Ethos

Ethos is a contemporary serif font family by Fonts With Love.

It comes in 36 font styles with true italics and a bunch of opentype features like small caps, ligatures, nominators and denominators, 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.

To purchase the Ethos family, visit this website:
www.myfonts.com
Typography

Accent Font Celeste

Almost a slab serif but not, a more reader friendly typeface and a straightforward but elegant feel.

Celeste Family, Subheads and Body Copy

Celeste

AaBbCcDd1234

abcdefgijklmnopqrstuvwxyz

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

UT LABOR

Labore et d

ET DOLORE MAGNA

Dolore magna aliqua. Ut

MAGNA ALIQUA. UT ENIM AD M

Aliqua. Ut enim ad minim veniam,

UT ENIM AD MINIM

Enim ad minim veniam,
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.

To purchase the sentinel family, visit this website:
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.

Visit California

**Brand Book**

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.

Example of lava and Gotham in a case study

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

to lowercase

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

**Verdana Regular**

**Verdana Italic**

**Verdana Bold**

**Verdana Bold Italic**

To purchase the Verdana family, visit this website:

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 Jgotic 02

디지털폰트의 歷史를 이어 가겠습니다.

To purchase these fonts, visit these websites:

FANGZHEN LANTING HEI:
www.foundertype.com

HIRAGINO KAKU GOTHIC W3:
font.designers-garage.jp

SM3 JGOTHIC 02:
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.

*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.

*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.

*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.

*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

Envelope Front

Envelope Back

Organization Name
Gotham Condensed Bold 12.5 pt / 100 pt Kerning

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 and VisitCalifornia.com on one piece.

Caroline Beteta
President & Chief Executive Officer

caroline@visitcalifornia.com
916.319.5420
916.444.4429
916.233.0203

555 Capitol Mall, Suite 1100
Sacramento, CA 95814
industry.visitcalifornia.com

Employee Name
Gotham Condensed Medium
13 pt / 30 pt Kerning

Employee Title
Gotham Condensed Medium
8.75 pt / 30 pt Kerning

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.
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.
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.

“...The more folks who visit America, the more Americans we get back to work. It’s that simple.”

—President Barack Obama

Content investment
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
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
CONTACT VISIT CALIFORNIA
To access Brand Standards and digital assets on the Digital Asset Management System, log onto VisitCalifornia.com/dams and choose ‘Request Account.’

Visit California
555 Capitol Mall, Suite 1100
Sacramento, CA 95814
industry.VisitCalifornia.com

ROBIN NICHOLS
Creative Development Manager
VISIT CALIFORNIA
D 916.319.5408 | C 925.324.0601
rnichols@VisitCalifornia.com