

# CALLING ALL CALIFORNIANS

Below is a user guide to building your Calling All Californians co-op digital assets. We've created PSD files for standard IAB banners to provide a guideline for asset production. These rules should be applied to all Leveraged Media ad units. Final creative will be approved for 20% match eligibility by Mering, prior to trafficking to media vendors. Please contact [costamagna@mering.com](mailto:costamagna@mering.com) for any questions.

## CALLING ALL CALIFORNIANS (CAC) PROGRAM MARK USAGE

PRIMARY FULL-COLOR PROGRAM MARKS AND CLEAR SPACE



## ALTERNATE PROGRAM MARKS



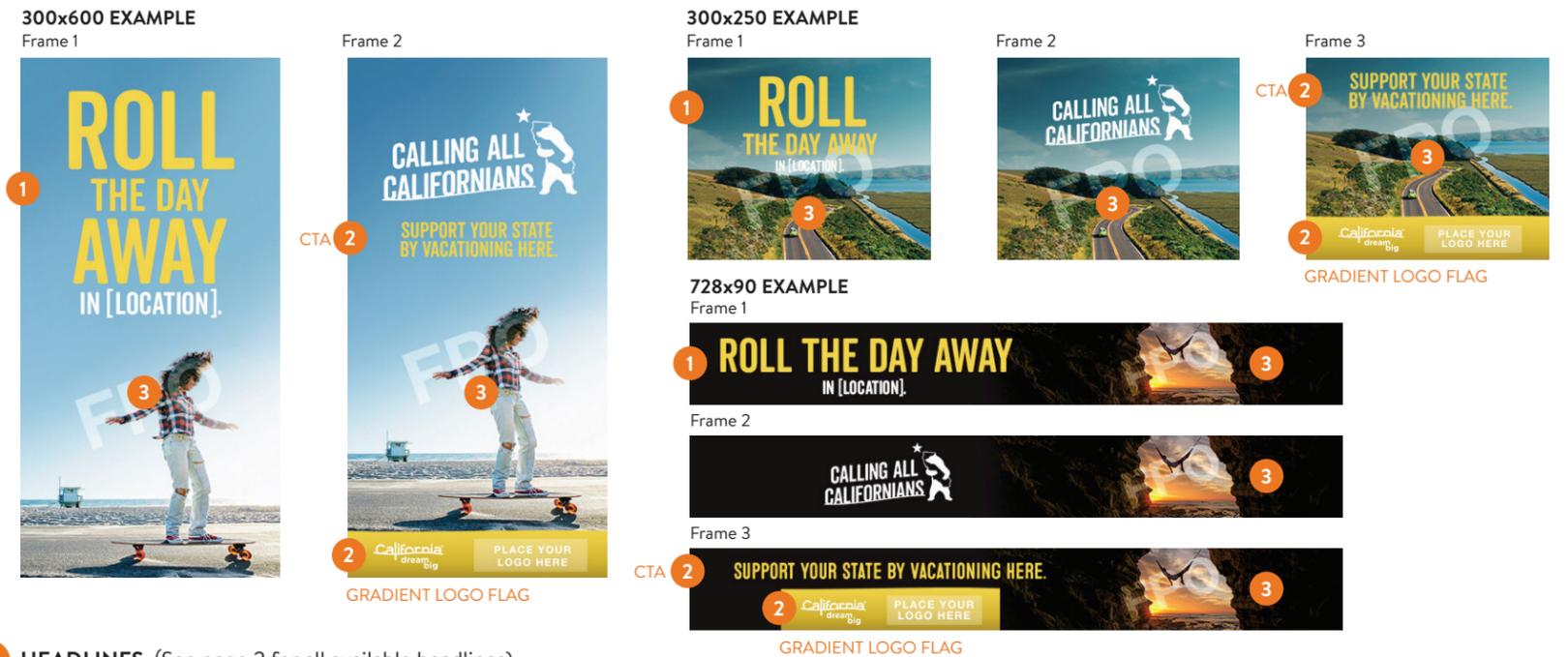
## MINIMUM SIZE

The minimum size of the CAC mark should never be narrower than the widths specified below.



## CALLING ALL CALIFORNIANS CO-OP DIGITAL CAMPAIGN BANNERS

ADOBE PHOTOSHOP AND CAMPAIGN FONTS\* MUST BE INSTALLED IN ORDER TO EDIT THE CAC CO-OP CAMPAIGN BANNERS



- HEADLINES** (See page 2 for all available headlines) Headline lock-ups with editable (LOCATION) layers are provided in the PSD file. Headlines can be colorized using any colors in the campaign palette. The color of the headline should be complementary to the photograph to ensure legibility. The chosen color should also be paired with the appropriate GRADIENT LOGO FLAG on the final frame (see below)
- GRADIENT LOGO FLAG** The final frame of the banners feature a GRADIENT LOGO FLAG to contain the Visit California logo and Co-op partner logo. The provided PSD files include the GRADIENT LOGO FLAG in all campaign colors paired with a matching CTA. Co-op partner logo should be placed on the GRADIENT LOGO FLAG in the space provided adjacent to the Visit California logo. Use a white/ reverse logo (horizontal version preferred).
- PHOTOGRAPHY** A separate layer for photography is provided in each PSD file. To ensure proper placement of the image, do not move this layer. Use photos that have adequate "white space" to accommodate and ensure readability of the selected headline. Image selection should also encourage social distancing, and limit the number of Talent shown in a single image.

## PHOTOGRAPHY GUIDELINES

California is a state of abundant beauty and diversity with a unique energy and spirit. The photography in these banners should reflect these qualities. There are two primary types of photography: scenic and lifestyle. Scenic imagery should be visually stunning and distinctly California, evoking a sense of wonder in all target audiences. Lifestyle imagery should express the easy-going, up-for-ananything California attitude in a glimpse. Photography selections should be distinct, natural and authentic.

## COLOR PALETTE FOR PROGRAM MARK AND CAMPAIGN ELEMENTS

|                              |                                |                                |                              |                               |
|------------------------------|--------------------------------|--------------------------------|------------------------------|-------------------------------|
| Visit California BLUE        | Visit California YELLOW        | Visit California ORANGE        | Visit California TEAL        | Visit California GREEN        |
| R:0 G:85 B:140<br>#00538B    | R:241 G:196 B:0<br>#F3C300     | R:234 G:118 B:0<br>#EC7923     | R:0 G:174 B:199<br>#00ABC7   | R:0 G:122 B:51<br>#007934     |
| Visit California MEDIUM BLUE | Visit California MEDIUM YELLOW | Visit California MEDIUM ORANGE | Visit California MEDIUM TEAL | Visit California MEDIUM GREEN |
| R:98 G:181 B:229<br>#5FB3E4  | R:243 G:213 B:78<br>#F6D44D    | R:236 G:161 B:84<br>#F09F54    | R:110 G:206 B:178<br>#6BCDB2 | R:181 G:189 B:0<br>#B4BD00    |
| Visit California LIGHT BLUE  | Visit California LIGHT YELLOW  | Visit California LIGHT ORANGE  | Visit California LIGHT TEAL  | Visit California LIGHT GREEN  |
| R:187 G:221 B:230<br>#BBDDE6 | R:245 G:225 B:164<br>#F5E1A4   | R:253 G:208 B:134<br>#FDD086   | R:181 G:227 B:216<br>#B5E3D8 | R:196 G:216 B:46<br>#C4D82E   |

## \*CAMPAIGN FONT

### VENEER CLEAN SOFT

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789.,?!@#%&\*{ }

Veneer Clean Soft is the typeface in the Calling All Californians digital campaign. It must be purchased and installed in order to be used in the provided PSD files. Purchase this font at: <https://www.fonts.com/font/yellow-design-studio/veneer-clean/soft>

## AVAILABLE HEADLINES

Below are 20+ headlines to select from. They are grouped by interest, to help with product elevation and message prioritization

### GENERAL

COME GET PERFECTLY LOST IN CITYTOWN.  
CHILL IN THE WARMTH OF CITYTOWN.  
FIND EVERY ADVENTURE IN CITYTOWN.  
FIND SOME VIEWS AND LET GO OF EVERYTHING ELSE IN CITYTOWN.  
COME DO EVERYTHING OR ABSOLUTELY NOTHING IN CITYTOWN.  
FLOAT THE DAY AWAY IN CITYTOWN.  
GO COASTAL CRUISING IN CITYTOWN.  
CATCH SOME SUNSETS AND LET GO OF EVERYTHING ELSE IN CITYTOWN.  
DRESS UP AND GET OUT IN CITYTOWN.

### CULINARY

COME GET YOUR FOODIE FIX IN CITYTOWN.  
NIBBLE YOUR WAY AROUND CITYTOWN.  
SIP THE DAY AWAY IN CITYTOWN.  
COME TALLY SOME MICHELIN STARS IN CITYTOWN.  
TASTE-TEST EVERY TASTING ROOM IN CITYTOWN.  
FEAST ON FARM-TO-FORK FARE IN CITYTOWN.  
SAVOR YOUR WAY THROUGH CITYTOWN.

### OUTDOOR

GET INTO THE OUTDOORS OF CITYTOWN.  
SINK YOUR TOES INTO THE BEACHES OF CITYTOWN.  
SURF, EAT, SLEEP AND REPEAT IN CITYTOWN.  
HIT THE BEACH & SURF WAVES OF CONTENTMENT IN CITYTOWN.  
JUMP IN AND SOAK UP THE CITY IN CITYTOWN.  
RIDE AND ROAM ALL 'ROUND CITYTOWN.

### FAMILY

FIND EVERY FLAVOR OF FAMILY FUN IN CITYTOWN.  
GATHER THE FAM THEN GET OUT AND PLAY IN CITYTOWN.  
PUT A SMILE ON EVERY FACE IN YOUR FAMILY IN CITYTOWN.

### RESORT/LUXURY

RECLINE, RELAX AND REPEAT IN CITYTOWN.  
GET SOME AHHS AT THE SPAS IN CITYTOWN.  
PARK YOURSELF POOLSIDE IN CITYTOWN.  
SIP AND SOAK IN CITYTOWN.

## DIGITAL AUDIO - PANDORA

For those wishing to create destination-specific digital audio spots to run on Pandora, the script below provides a structure that both aligns with the Calling All Californians creative campaign, and provides the flexibility and freedom to highlight features unique to your region. In ad speak - we've created a donut template. All spots should open with a uniform :10 lead-in, complimentary to the Calling All Californians radio construct, as indicated in bold.

The sample listed shows how the Visit California spot has featured product points.

### PANDORA

#### “ENERGIZE” :30 SECOND RADIO

SFX: *Fun, quirky patriotic-influenced music. Cool, but authoritative voice.*

ANNCR: This is a call to all Californians. To get out and recline in the name of recovery.  
Because vacationing here helps get our economy moving again.

#### CUSTOMIZED PER PARTNER SPECIFICS:

*So head to the beach or hit a theme park. Go city hopping. Dine out and shop local.  
Heck, try a weekend of wine-tasting – you can swirl and sip in the name of civic pride.*

Yes, it's time to get out and play, energizing our economy with a little bit of leisure.  
Start planning your in-state getaway now at [[visitcitytown.com](http://visitcitytown.com)].

*California. Dream Big.*