

Co-op Assets & Guidelines

CALIFORNIA ROAD TRIP REPUBLIC

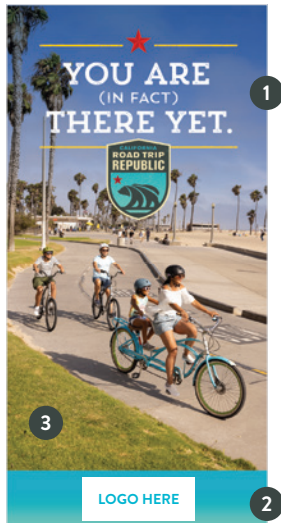
CO-OP DESIGN GUIDELINES

Below is a user guide to building your 'California Road Trip Republic' co-op digital assets. These rules should be applied to all Leveraged Media ad units. Please contact mthielen@theshipyard.com for any questions.

CALIFORNIA ROAD TRIP REPUBLIC CO-OP DIGITAL CAMPAIGN BANNERS

300x600 EXAMPLE

Frame 1

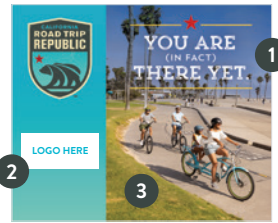


Frame 2

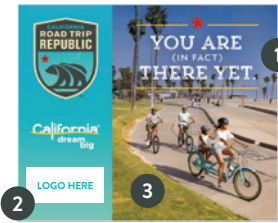


300x250 EXAMPLE

Frame 1

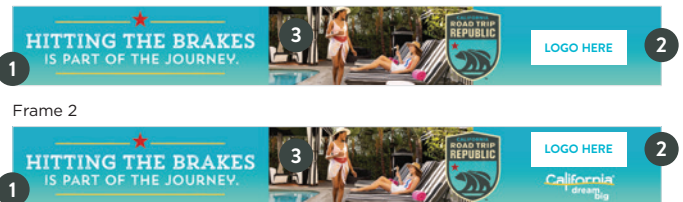


Frame 2



728x90 EXAMPLE

Frame 1



Frame 2


1

HEADLINES

(See pages 6-8 for all available headlines)

Editable headline layers are provided in the PSD file. Headline color should remain white.

2

CALIFORNIA ROAD TRIP REPUBLIC GRADIENT FLAG

The footer of the banners features a California Road Trip Republic GRADIENT FLAG to contain the Visit California logo and BUSA logo. The PSD layout files include the GRADIENT FLAG using a gradient of two complementary campaign colors. Co-op partner logo should be placed in the indicated space marked "LOGO HERE" as shown in the examples above. Use a white/reverse logo (horizontal version preferred).

3

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.

Co-op Assets & Guidelines

CALIFORNIA ROAD TRIP REPUBLIC

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-anything California attitude in a glimpse.
- Photography selections should be distinct, natural and authentic. Suggested photography visuals are included in the list of available headlines on pages 6-8.

COLOR PALETTE FOR PROGRAM MARK AND CAMPAIGN ELEMENTS

Visit California TEAL	Visit California MEDIUM TEAL	Visit California RED	California Road Trip Republic IVORY	California Road Trip Republic SLATE
R:0 G:174 B:199 #00AEC7	R:110 G:206 B:178 #6ECEB2	R:166 G:25 B:46 #A6192E	R:241 G:228 B:178 #F1E4B2	R:61 G:69 B:67 #3D4543

CALIFORNIA ROAD TRIP REPUBLIC GRADIENT FLAG



CAMPAIGN FONTS*

TREND ROUGH SLAB ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789.,?!@#%&*()

Purchase this font at:

<https://www.myfonts.com/products/slab-one-trend-rough-153587>

ADOBE PHOTOSHOP AND CAMPAIGN FONTS* MUST BE INSTALLED IN ORDER TO EDIT THE CALIFORNIA ROAD TRIP REPUBLIC CO-OP CAMPAIGN BANNERS

TREND ROUGH SANS ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789.,?!@#%&*()

Purchase this font at:

<https://www.myfonts.com/products/sans-one-trend-rough-158948>



Co-op Assets & Guidelines

CALIFORNIA ROAD TRIP REPUBLIC

AVAILABLE HEADLINES

Below are 130+ headlines to select from. They are grouped by interest, to help with product elevation and message prioritization. Spanish translations are listed below each English headline.

URBAN IMAGERY

Visual Options: People in city, exploring

- THE HIDDEN GEMS SHINE THE BRIGHTEST.
LAS JOYAS OCULTAS BRILLAN CON MÁS INTENSIDAD.
- IGNORE THE MAP AND FOLLOW THE SIGNS.
IGNORA EL MAPA Y SIGUE LAS SEÑALES.
- THE PIT STOPS ARE WHERE THE FUN STARTS.
LAS PARADAS EN EL CAMINO SON DONDE EMPIEZA LA DIVERSIÓN.
- PARK AND WALK IS ALWAYS PART OF THE PLAN.
ESTACIONARSE Y CAMINAR SIEMPRE ES PARTE DEL PLAN.
- CREATE YOUR OWN DETOURS.
CREA TUS PROPIAS RUTAS ALTERNAS.
- IT'S ALL IN THE DETOURS.
TODO ESTÁ EN LAS RUTAS ALTERNAS.
- WANDERING IS WHERE THE WONDER STARTS.
PASEAR ES DONDE COMIENZA LA MARAVILLA.
- PUTTING IT IN PARK IS THE BEST WAY TO KEEP GOING.
DETENERSE ES LA MEJOR FORMA DE SEGUIR ADELANTE.

Visual Options: People shopping

- EVERY TRIP NEEDS A SOUVENIR.
CADA VIAJE NECESITA UN SOUVENIR.
- ALWAYS LEAVE ROOM IN YOUR SUITCASE.
SIEMPRE DEJA ESPACIO EN TU MALETA.
- WE BELIEVE IN THE URGE TO SPLURGE.
CREEMOS EN LA EMOCION DE DARSE UN GUSTO.
- WE BELIEVE IN WANDERING FAR AND BUYING LOCAL.
CREEMOS EN EXPLORAR LEJOS Y COMPRAR CON LOCALES.

Visual Options: People looking at obscure sculpture

- IT'S OKAY TO STOP AND STARE.
ESTÁ BIEN DETENERSE Y ADMIRAR.
- RUBBERNECKING IS ENCOURAGED.
DISFRUTA DE MIRAR CON CURIOSIDAD.
- ART IS EVERYWHERE.
EL ARTE ESTA EN CADA RINCÓN.
- PULL OVER FOR A CLOSER INSPECTION.
DETENTE PARA ADMIRAR MÁS DE CERCA.
- THE MORE YOU WANDER, THE MORE YOU WONDER.
CUANTO MÁS EXPLORAS, MÁS TE SORPRENDES.

Visual Options: People enjoying outdoor dining

- FRESH AIR PAIRS WELL WITH FRESH FOOD.
EL AIRE FRESCO COMBINA BIEN CON LA COMIDA FRESCA.
- WE BELIEVE IN THE LITERAL FORK IN THE ROAD.
CREEMOS EN EL VERDADERO CRUCE DE CAMINOS.
- ALL ROADS LEAD TO DELICIOUS.
TODOS LOS CAMINOS TE LLEVAN A ALGO DELICIOSO.
- WE BELIEVE IN EDIBLE ITINERARIES.
CREEMOS EN TRAZAR RUTAS DELICIOSAS.

Visual Options: People in urban green area

- THE PARK IS AS FUN AS THE DRIVE.
DETENERSE ES TAN DIVERTIDO COMO EL TRAYECTO.
- YOU CAN'T FORGET TO STRETCH YOUR LEGS.
NO OLVIDES ESTIRAR LAS PIERNAS.
- GREEN MEANS MUST GO.
VERDE SIGNIFICA ¡ADELANTE!
- PARK THE CAR AND GO IDLE.
ESTACIONA EL AUTO Y RELÁJATE UN POCO.
- EVERY ROAD TRIP NEEDS A DETOUR.
CADA VIAJE POR CARRETERA NECESITA UNA RUTA ALTERNA.

Visual Options: People on rooftop deck, night scene

- NIGHTTIME IS WHEN THE TRIP REVS UP.
EN LA NOCHE ES CUANDO EL VIAJE COBRA VIDA.
- FIND THE SCENE THAT REVS YOU UP.
ENCUENTRA EL PAISAJE QUE TE ALIENTE.
- GO FROM STREET VIEW TO BIRD'S EYE VIEW AND BACK.
PASA DE LA VISTA DE LA CALLE A LA PANORÁMICA Y VICEVERSA.
- THE VIEWS WILL MAKE YOU HIT THE BRAKES.
LAS VISTAS TE HARÁN DETENERTE.
- POINT YOUR HEADLIGHTS AT NEW HEIGHTS.
APUNTA TUS VISTA HACIA NUEVAS ALTURAS.
- THE NEXT STOP IS THE ROOFTOP.
TU SIGUIENTE PARADA ES UN ROOFTOP.
- SOMETIMES CITY LIGHTS BEAT HEADLIGHTS.
A VECES, EL BRILLO DE LA CIUDAD SUPERA LA LUZ PROPIA.

Co-op Assets & Guidelines

CALIFORNIA ROAD TRIP REPUBLIC

URBAN IMAGERY (CONTINUED)

Visual Options: People outside enjoying incredible urban vista

- THERE ARE STOP SIGNS AND STOP EVERYTHING SIGNS.
HAY SEÑALES DE ALTO Y SEÑALES DE DETENER TODO.
- THERE'S GOLDEN HOUR AT THE END OF THE RAINBOW.
AL FINAL DEL ARCOÍRIS TE ESPERA LA HORA DORADA.
- IT'S NOT THE TRAFFIC THAT WILL SLOW YOU DOWN.
NO ES EL TRÁFICO LO QUE TE HARÁ IR MÁS DESPACIO.
- IT'S OKAY TO STOP IN YOUR TRACKS.
ESTÁ BIEN DETENERSE EN SECO.
- HITTING THE BRAKES IS GOOD FOR THE SOUL.
DETENERSE ES BUENO PARA EL ALMA.

Visual Options: People in self-guided tour vehicles

- THE FUNKIER THE RIDE, THE BETTER THE TRIP.
CUANTO MÁS EXTRAVAGANTE SEA EL VIAJE, MEJOR SERÁ EL RECORRIDO.
- SOME ROAD TRIPS HAPPEN 10 MPH AT A TIME.
ALGUNOS VIAJES PASAN SIN PRISA.
- IT'S NOT THE MPH; IT'S THE OMG.
NO IMPORTA LA VELOCIDAD; LO QUE CUENTA ES LA EMOCIÓN.

Visual Options: Couple on bicycles or scooters in urban green area

- TWO-WHEELS ARE BETTER THAN NONE.
DOS RUEDAS SON MEJORES QUE NINGUNA.
- ROAD TRIPS DON'T ALWAYS NEED ROADS.
LOS VIAJES NO SIEMPRE NECESITAN CARRETERAS.
- WE TAKE THE BIKE PATHS LESS TRAVELED, TOO.
TAMBIÉN EXPLORAMOS RUTAS MENOS TRANSITADAS EN BICICLETA.
- THE ONLY FUEL REQUIRED IS JOY.
EL ÚNICO COMBUSTIBLE QUE NECESITAMOS ES LA ALEGRÍA.

Visual Options: Couple on tandem bicycle in urban green area

- WE BELIEVE IN ALWAYS HAVING A COPILOT.
SIEMPRE ES BUENO TENER UN COPILOTO A TU LADO.
- WE'RE OPEN TO BACK-SEAT DRIVING.
ESTAMOS ABIERTOS A SUGERENCIAS DESDE EL ASIENTO TRASERO.
- ENTHUSIASM MAKES THE BEST FUEL.
EL ENTUSIASMO ES EL MEJOR COMBUSTIBLE.
- TAKE YOUR FOOT OFF THE GAS, BUT KEEP IT ON THE PEDAL.
SUELTA EL ACELERADOR, PERO MANTÉN EL PIE EN EL PEDAL.

RESORT/LUXURY IMAGERY

Visual Options: Spa massage or mudbath

- ME TIME IS A MUST.
EL TIEMPO PARA MÍ ES IMPRESCINDIBLE.
- TO THE ROADTRIPPER GO THE SPOILS.
EL PREMIO SE LO LLEVA EL VIAJERO.
- PUT STRESS IN THE REARVIEW.
DEJA EL ESTRÉS ATRÁS.
- WE KNOW HOW TO SHIFT INTO NEUTRAL.
SABEMOS CÓMO PASAR A NEUTRO.
- CRUISE CONTROL ISN'T JUST FOR THE CAR.
EL CONTROL DE CRUCERO NO ES SOLO PARA EL COCHE.
- WE BELIEVE IN OCCASIONALLY TAKING OUR FOOT OFF THE GAS.
CREEMOS EN SOLTAR EL ACELERADOR DE VEZ EN CUANDO.
- ROUTINE MAINTENANCE IS ESSENTIAL.
EL MANTENIMIENTO DE RUTINA ES ESENCIAL.

Visual Options: Person lounging by pool or enjoying other outdoor activity

- CRUISE CONTROL ISN'T JUST FOR THE CAR.
EL CONTROL DE CRUCERO NO ES SOLO PARA EL COCHE.
- PUT YOUR AFTERNOON IN CRUISE CONTROL.
PON TU TARDE EN PILOTO AUTOMÁTICO.
- HITTING THE BRAKES IS PART OF THE JOURNEY.
BAJAR LA VELOCIDAD ES PARTE DEL VIAJE.
- PARK YOURSELF WHEREVER YOU PLEASE.
DETENTE DONDE QUIERAS.
- CALL SHOTGUN ON A MORE RELAXING JOURNEY.
TOMA EL ASIENTO DEL COPILOTO Y RELAJATE DURANTE EL VIAJE.

Visual Options: Person in hammock or beach chair

- WE FIND ALL THE BEST REST STOPS.
ENCONTRAMOS LAS MEJORES PARADAS DE DESCANSO.
- KICK UP YOUR LEAD FOOT.
PISA EL ACELERADOR A FONDO.
- OUR SEATS ARE HEATED TOO.
NUESTRO ASIENTOS TAMBIÉN TIENEN CALEFACCIÓN.

Visual Options: Person meditating, relaxing, indulging at wellness center

- HITTING THE BRAKES IS PART OF THE RIDE.
DETENERSE ES PARTE DEL VIAJE.
- YOUR CAR ISN'T THE ONLY THING THAT NEEDS A RECHARGE.
TU AUTO NO ES LO ÚNICO QUE NECESITA RECARGARSE.
- WE KEEP STRESS IN THE REARVIEW.
DEJEMOS EL ESTRÉS ATRÁS.
- YIELD TO SELF-CARE.
DALE PRIORIDAD AL CUIDADO PERSONAL.

Co-op Assets & Guidelines

CALIFORNIA ROAD TRIP REPUBLIC

CULINARY IMAGERY

Visual Options: People eating at fine restaurants

- ALWAYS FUEL UP BEFORE HITTING THE ROAD.
SIEMPRE LLENA EL TANQUE ANTES DE SALIR A LA CARRETERA.
- THE FORK IN THE ROAD COMES WITH A FULL PLATE.
LA RUTA QUE TOMES, VIENE CON GRANDES PLATILLOS INCLUIDOS.
- KEEP YOUR TANK FULL.
MANTÉN TU TANQUE LLENO.
- HUNGER FOR ADVENTURE, AND WHATEVER'S ON THE MENU.
TEN HAMBRE DE AVENTURA Y DE LO QUE ESTE EN EL MENÚ.
- THE LOCAL SPECIAL IS WORTH A SPECIAL TRIP.
EL PLATILLO LOCAL MERECE UN VIAJE ÚNICO.
- THE LOCAL FAVORITE IS YOUR NEW FAVORITE.
EL PLATILLO FAVORITO DE LA ZONA, SERÁ TU NUEVO FAVORITA AHORA.

Visual Options: People wine tasting

- SIP YOUR WAY THROUGH YOUR TRIP.
SABOREA CADA MOMENTO DE TU VIAJE.
- GRAPE VINES LEAD TO GREAT FINDS.
LOS VIÑEDOS TE LLEVAN A GRANDES DESCUBRIMIENTOS.
- TASTE TODAY AND ROAD TRIP TOMORROW.
SABOREA HOY Y VIAJA POR CARRETERA MAÑANA.
- HIT THE BRAKES FOR GRAPES.
TOMATE UN DESCANSO PARA DISFRUTAR DE LAS UVAS.
- WE BELIEVE IN A TASTE FOR THE BOLD.
CREEMOS EN EL PLACER DE LOS SABORES INTENSOS.

Visual Options: People enjoying a beer flight

- CRAFT YOUR TRIP AROUND WHAT YOU SIP.
CREA TU VIAJE EN TORNO A LO QUE SABOREAS.
- HOPPINESS IS A WELL-CRAFTED ROAD TRIP.
LA FELICIDAD SE ENCUENTRA EN UN VIAJE ARTESANALMENTE ELABORADO.
- SIP SLOW AND SAVOR THE JOURNEY.
TOMA UN TRAGO DESPACIO Y DISFRUTA EL VIAJE.
- THE NEXT ROAD TRIP IS ALWAYS BREWING.
EL PRÓXIMO VIAJE POR CARRETERA SIEMPRE ESTÁ EN PREPARACIÓN.

FAMILY IMAGERY

Visual Options: Family out and about

- YOU ARE, IN FACT, THERE YET.
DE HECHO, YA HAS LLEGADO.
- EVERYTHING TAKES A BACK SEAT TO FUN.
TODO PASA A UN SEGUNDO PLANO CUANDO HAY DIVERSIÓN.
- FREQUENT STOPS ARE ENCOURAGED.
SE RECOMIENDAN PARADAS FRECUENTES.
- THE DETOURS ARE THE DESTINATION.
LAS RUTAS ALTERNAS SON EL DESTINO.

Visual Options: Family enjoying a pool or lake

- THE RIGHT LANE IS FOR CANNON BALLS.
EL CARRIL DERECHO ES PARA SALTAR A LA PISCINA
- EVERY STOP SHOULD MAKE A HUGE SPLASH.
CADA PARADA DEBERÍA CAUSAR UN GRAN SPLASH.
- JUMP INTO YOUR NEXT STOP WITH BOTH FEET.
SALTA CON AMBOS PIES EN TU PRÓXIMA PARADA
- WE CRUISE IN SWIM TUBES.
NAVEGAMOS EN INFLABLES.

Visual Options: Family enjoying outdoors, hike, etc.

- SUNROOFS ARE FOR STARGAZING TOO.
LOS TECHOS DE CRISTAL TAMBIÉN SON PARA CONTEMPLAR ESTRELLAS.
- FULL CARS LEAD TO FULFILLING MOMENTS.
LOS AUTOS LLENOS CONducEN A MOMENTOS INCREIBLES.
- BUCKLE UP FOR ADVENTURE.
ABROCHA EL CINTURÓN PARA LA AVENTURA.

Co-op Assets & Guidelines

CALIFORNIA ROAD TRIP REPUBLIC

OUTDOOR IMAGERY

Visual Options: People out enjoying amazing vista

- PURSUE THE VIEW.
PERSIGUE LA VISTA.
- WE BELIEVE IN BEING AWED BEFORE DAWN.
CREEMOS EN QUEDARSE ASOMBRADO ANTES DEL AMANECER.
- FILL YOUR TANK WITH AWE.
LLENA TU TANQUE DE ASOMBRO.
- SOMETIMES NO ROADS MAKE THE BEST ROAD TRIPS.
A VECES, NO TENER CAMINOS ES LA MEJOR FORMA DE VIAJAR.
- WE DON'T NEED SIGNS TO STOP YOU IN YOUR TRACKS.
NO NECESITAMOS SEÑALES PARA DETENERTE EN SECO.

Visual Options: People on paddleboards, kayak, canoe

- THE ROAD LESS TRAVELED ISN'T A ROAD.
EL CAMINO MENOS RECORRIDO NO ES UN CAMINO.
- MAKE THE CURRENT YOUR GPS.
HAZ DE LA CORRIENTE TU GPS.
- THE SCENIC ROUTE IS ALWAYS THE BEST ROUTE.
LA RUTA ESCÉNICA SIEMPRE ES LA MEJOR RUTA.
- WELCOME TO NO-RUSH HOUR.
BIENVENIDO A LA HORA SIN PRISAS.
- THE LONG WAY IS NEVER THE WRONG WAY.
EL CAMINO LARGO NUNCA ES EL CAMINO EQUIVOCADO.
- THE END OF THE ROAD IS THE BEGINNING OF THE JOURNEY.
EL FINAL DEL CAMINO ES EL COMIENZO DEL VIAJE.

Visual Options: Hikers at peak or lookout

- THE BEST VIEWS AREN'T IN THE REARVIEW.
LAS VISTAS MÁS ESPECTACULARES NO ESTÁN EN EL RETROVISOR.
- THE VIEWS ARE WIDER THAN YOUR WINDSHIELD.
LAS PANÓRAMICAS SON MUCHO MÁS GRANDES QUE TU PARABRISAS.
- BE AS FAR FROM NEUTRAL AS IT GETS.
QUITA NEUTRAL Y DEJATE LLEVAR.
- NEW ROADS FIND YOU.
LOS NUEVOS CAMINOS TE ENCUENTRAN.
- THE END OF THE ROAD IS THE START OF THE JOURNEY.
EL FINAL DEL CAMINO ES EL COMIENZO DEL VIAJE.

Visual Options: Person surfing on longboard

- WE BELIEVE THE JOURNEY SHOULD MAKE WAVES.
CREEMOS QUE EL VIAJE DEBE HACER OLAS.
- YOUR ROOF RACK ISN'T JUST FOR DECORATION.
TU PORTAEQUIPAJE ES MUCHO MÁS QUE UN SIMPLE ADORNO.
- SOMETIMES WE'RE ALL JUST ALONG FOR THE RIDE.
A VECES, TODOS SOMOS PARTE DEL MISMO VIAJE.
- NEVER GET STUCK IN NEUTRAL.
NO TE QUEDES ATRAPADO EN NEUTRAL.

Visual Options: Skier, first tracks

- THE RIDE UPHILL IS WORTH IT.
LA SUBIDA VALE LA PENA.
- THE JOURNEY IS PAVED WITH FRESH POWDER.
EL CAMINO ESTA PAVIMENTADO CON NIEVE FRESCA.
- PEAK EXPERIENCES PAVE THE WAY.
LAS EXPERIENCIAS EN LA CUMBRE ABREN EL CAMINO.
- YOUR BEST RIDES COME AFTER YOU PARK.
TUS MEJORES PASEOS VIENEN DESPUÉS DE ESTACIONARTE.
- GO FROM THE DRIVER'S SEAT TO FIRST CHAIR.
VE DEL ASIENTO DEL CONDUCTOR A LA PRIMERA FILA.

Visual Options: Mountain biking

- OFF-ROAD IS TECHNICALLY STILL A ROAD TRIP.
EXPLORA CAMINOS SIN PAVIMENTAR EN TU VIAJE POR CARRETERA.
- TAKE YOUR ROAD TRIP WHERE ROADS AREN'T.
LLEVA TU VIAJE A DONDE NO EXISTEN CAMINOS.
- PUT DOWN THE MAP AND FOLLOW THE TRAIL.
DEJA EL MAPA Y SIGUE EL SENDERO.

Visual Options: Backcountry snowshoe

- MAKE YOUR OWN TRACKS.
CREA TUS PROPIAS RUTAS.
- OFF THE BEATEN PATH IS ON THE AGENDA.
SALIRSE DE LA RUTA ESTA EN LA AGENDA.
- THE CAR CAN WAIT TIL YOU GET BACK.
EL COCHE PUEDE ESPERAR HASTA QUE REGRESES.
- PUT IT IN PARK AND FOLLOW YOUR OWN PATH FOR A WHILE.
ESTACIONALO Y SIGUE TU PROPIO CAMINO POR UN TIEMPO.

Co-op Assets & Guidelines

CHILDHOOD RULES

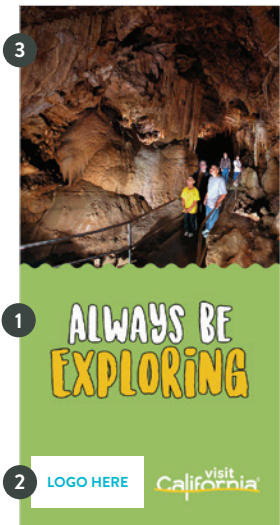
CO-OP DESIGN GUIDELINES

Below is a user guide to building your 'Childhood Rules' co-op digital assets. These rules should be applied to all Leveraged Media ad units. Please contact mthielen@theshipyard.com for any questions.

CHILDHOOD RULES CO-OP DIGITAL CAMPAIGN BANNERS

300x600 EXAMPLE

Frame 1



Frame 2



300x250 EXAMPLE

Frame 1



Frame 2



728x90 EXAMPLE

Frame 1



Frame 2



1 HEADLINES

(See pages 11-12 for all available headlines)

Headlines with editable [CITYTOWN] layers are provided in the PSD file in frame 2. Replace the content in brackets with your information.

Headline colors should follow the color palette for the designated Childhood Rules FLAG color as shown in the examples above.

2 CHILDHOOD RULES FLAG

The footer of the banners features a Childhood Rules FLAG to contain the headline, Visit California logo and co-op partner logo. The PSD layout files include the FLAG and may be colorized in any of the Childhood Rules campaign colors. Co-op partner logo should be placed in the indicated space marked "LOGO HERE" as shown in the examples above. Use a white/reverse logo (horizontal version preferred).

3 PHOTOGRAPHY

A separate layer for photography is provided in each PSD file. To ensure proper placement of the image, do not move this layer.

Co-op Assets & Guidelines

CHILDHOOD RULES

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-anything California attitude in a glimpse.
- Photography selections should be distinct, natural and authentic. Suggested photography visuals are included in the list of available headlines on pages 11-12.

COLOR PALETTE FOR PROGRAM MARK AND CAMPAIGN ELEMENTS

Visit California LIGHT BLUE	Visit California TEAL	Visit California GOLD	Childhood Rules GREEN	Childhood Rules BLUE
R:189 G:215 B:223 #BDD7DF	R:128 G:195 B:175 #80C3AF	R:247 G:197 B:18 #F7C512	R:157 G:196 B:97 #9DC461	R:47 G:115 B:154 #2F739A

CHILDHOOD RULES FLAG



CAMPAIGN FONTS*

SUNRISE INTERNATIONAL
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789.,?!@#%&'()*

Purchase this font at:
<https://www.myfonts.com/products/slab-one-trend-rough-153587>

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

HWT GOTHIC ROUND
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789.,?!@#%&'()*

Purchase this font at:
<https://www.myfonts.com/products/sans-one-trend-rough-158948>



Co-op Assets & Guidelines

CHILDHOOD RULES

AVAILABLE HEADLINES

Below are 80+ headlines to select from. They are grouped by interest, to help with product elevation and message prioritization. Spanish translations are listed below each English headline.

URBAN IMAGERY

Visual Options: Family in city, exploring

- **CHILDHOOD RULES IN [CITY/TOWN]**
LA INFANCIA MANDA EN [CIUDAD/POBLADO].
- **PLAY ALL DAY.**
JUEGA TODO EL DIA.
- **NEVER STAY STILL.**
NUNCA TE QUEDES QUIETO.
- **LOOK BOTH WAYS BEFORE ENJOYING.**
// ...BEFORE AHING. // ...BEFORE REVELING.
MIRA EN AMBAS DIRECCIONES ANTES DE DISFRUTAR. //
...ANTES DE ADMIRAR. // ...ANTES DE GOZAR.
- **CLIMB EVERYTHING.**
¡AVENTURATE A ESCALARLO TODO!
- **FOLLOW YOUR OWN DIRECTIONS.**
SIGUE TU PROPIO RUMBO.

Visual Options: Family shopping

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- **BIGGEST SMILE WINS.**
LA SONRISA MÁS GRANDE GANA.
- **BUY NOW, PLAY LATER.**
COMPRA AHORA, JUEGA DESPUÉS.
- **SOUVENIRS AREN'T JUST FOR KIDS.**
LOS SOUVENIRS NO SON SOLO PARA NIÑOS.

Visual Options: Family night scene, rooftop deck or other

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- **GET A GOOD NIGHT'S PLAY.**
DISFRUTA UNA BUENA NOCHE DE JUEGO.
- **NO REST FOR THE PLAYFUL.**
NO HAY DESCANSO PARA LOS JUGUETONES.
- **BEDTIME IS MERELY A SUGGESTION.**
LA HORA DE DORMIR ES SOLO UNA SUGERENCIA.
- **NIGHTLIGHTS AREN'T JUST FOR BEDTIME.**
LAS LUCES NOCTURNAS NO SON SOLO PARA LA HORA DE DORMIR.

Visual Options: Family in urban green area

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- **LET YOUR IMAGINATION SPROUT.**
DEJA QUE TU IMAGINACIÓN FLOREZCA.
- **MAKE FUN SECOND NATURE.**
HAZ DE LA DIVERSIÓN ALGO NATURAL.
- **GET MORE GRASS STAINS.**
LLENATE DE MANCHAS DE PASTO.
- **NO TIME FOR QUIET TIME.**
NO HAY TIEMPO PARA EL SILENCIO.
- **DILLY DALLY DAILY.**
PERDER EL TIEMPO A DIARIO.

Visual Options: Family outside enjoying incredible urban vista

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- **USE YOUR OUTSIDE VOICE.**
USA TU VOZ EXTERIOR.
- **CHASE THE FUN.**
PERSIGUE LA DIVERSIÓN.
- **NAP TIME CAN WAIT.**
LA SIESTA PUEDE ESPERAR.
- **ALWAYS BE EXPLORING.**
SIEMPRE MANTENTE EXPLORANDO.

Visual Options: Family on bikes or scooters in urban green area

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- **FOLLOW THE LEADER.**
SIGUE AL LÍDER.
- **IT'S GOOD TO LET GO.**
ES BUENO SOLTARSE.
- **OBEY ALL STOP-AND-CHECK-THIS-OUT SIGNS.**
OBEDECE LAS SEÑALES DE PARE...Y MIRA ESTO.
- **LOOK BOTH WAYS FOR ADVENTURE.**
MIRA EN AMBAS DIRECCIONES EN BUSCA DE AVENTURAS.

Co-op Assets & Guidelines

CHILDHOOD RULES

URBAN IMAGERY (CONTINUED)

Visual Options: Family on tandem bicycle in urban green area

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- ALL TOGETHER NOW.
TODOS JUNTOS AHORA.
- NO BACK SEAT COASTING.
NADIE SE QUEDA EN EL ASIENTO DE ATRÁS.
- TEAMWORK MAKES THE VACATION DREAM WORK.
EL TRABAJO EN EQUIPO HACE QUE LAS VACACIONES SEAN UN SUEÑO HECHO REALIDAD.

Visual Options: Family looking at obscure sculpture

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- PACK YOUR IMAGINATION.
EMPACA TU IMAGINACIÓN.
- DO STOP AND STARE.
DETENTE Y ADMIRA.
- SEE SOMETHING NEW EVERY DAY.
DESCUBRE ALGO NUEVO CADA DÍA.

Visual Options: Family in self-guided tour vehicles

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- BUCKLE UP FOR FUN.
ABROCHA EL CINTURÓN PARA LA DIVERSIÓN.
- FOLLOW YOUR OWN DIRECTIONS.
SIGUE TU PROPIO RUMBO.
- GO ALONG FOR THE RIDE.
ÚNETE AL VIAJE.

OUTDOOR IMAGERY

Visual Options: Family outside enjoying amazing vista

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- BE AN OUTSIDER.
SÉ UN FORASTERO.
- ENJOY A LITTLE WE TIME.
DISFRUTA EL TIEMPO EN FAMILIA.
- UNFOLLOW THE CROWD.
NO SIGAS A LA MULTITUD.
- MAKE PLAY SECOND NATURE.
HAZ DE LA DIVERSIÓN ALGO NATURAL.

Visual Options: Family on paddleboards, kayak, canoe

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- NEVER STAY STILL.
NUNCA TE QUEDES QUIETO.
- STEERING OPTIONAL.
DIRIGIR ES OPCIONAL.
- KEEP CALM AND PADDLE ON.
MANTÉN LA CALMA Y SIGUE REMANDO.
- DO WHATEVER FLOATS YOUR BOAT.
HAZ LO QUE TE HAGA FELIZ.

Visual Options: Family hiking at peak or lookout

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- NATURE MAKES THE BEST TOYS.
LA NATURALEZA TIENE LOS MEJORES JUGUETES.
- FIND PEAK FUN.
ENCUENTRA LA DIVERSIÓN EN LA CIMA.
- EMBRACE THE WILD LIFE.
ABRAZA LA VIDA SILVESTRE.
- WATCH YOUR STEP, THEN THE VIEW.
MIRA POR DÓNDE PISAS, LUEGO ADMIRA LA VISTA.

Visual Options: Family surfing on longboard

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- MAKE A SPLASH.
SUMÉRGETE
- MAKE YOUR OWN WAVES.
CREA TUS PROPIAS OLAS.
- ALWAYS DO YOUR OUT-OF-HOME WORK.
SIEMPRE HAZ TU TRABAJO FUERA DE CASA.

Visual Options: Family skiing, first tracks

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- MORE POWDER TO YOU.
QUE HAYA MÁS DIVERSIÓN PARA TI.
- EVERY DAY'S A SNOW DAY.
TODOS LOS DÍAS SON DÍAS DE NIEVE.
- CARVE YOUR OWN WAY.
LABRA TU PROPIO CAMINO.

Co-op Assets & Guidelines

CHILDHOOD RULES

OUTDOOR IMAGERY (CONTINUED)

Visual Options: Family mountain biking

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- ALWAYS PLAY DIRTY.
SIEMPRE JUEGA SIN PREOCUPARTE POR ENSUCIARTE.
- KICK UP MORE DIRT.
LEVANTA MÁS POLVO.
- LEAVE BORING IN THE DUST.
DEJA EL ABURRIMIENTO ATRÁS.

Visual Options: Family backcountry snowshoe

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- GET YOUR STEPS IN.
DA TUS PROPIOS PASOS.
- POWDER THROUGH IT.
SIGUE ADELANTE CON ENTUSIASMO.
- FORGET THE MAP, FOLLOW THE FUN.
OLVIDA EL MAPA, SIGUE LA DIVERSIÓN.
- PLAY OUTSIDE THE BOX.
JUEGA FUERA DE LO COMÚN.

CULINARY IMAGERY

Visual Options: Family enjoying outdoor dining

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- [MOMS/DADS] MAKE THE BEST NAPKINS.
[MAMÁS/PAPÁS] HACEN LAS MEJORES SERVILLETAS.
- DEFINITELY SPOIL YOUR DINNER.
SIN DUDA, DATE UN GUSTO EN LA CENA.
- FEED YOUR IMAGINATION.
ALIMENTA TU IMAGINACIÓN.
- LAUGH WITH YOUR MOUTH FULL.
RÍE CON LA BOCA LLENA.
- EVERY TABLE IS THE KIDS TABLE.
TODAS LAS MESAS SON MESAS DE NIÑOS.
- IT'S ALWAYS FAMILY STYLE.
SIEMPRE ES UN ESTILO FAMILIAR.

Visual Options: Family eating, fine restaurant

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- DON'T SPOIL YOUR DESSERT.
NO TE SALTES EL POSTRE.
- FEED YOUR IMAGINATION.
ALIMENTA TU IMAGINACIÓN.
- EVERY TABLE IS THE KIDS TABLE.
TODAS LAS MESAS SON MESAS DE NIÑOS.
- IT'S ALWAYS FAMILY STYLE.
SIEMPRE ES AL ESTILO FAMILIAR.

RESORT/LUXURY IMAGERY

Visual Options: Family at spa massage or mudbath

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- RECHARGE YOUR BATTERIES.
RECARGA TUS BATERÍAS.
- ALWAYS PLAY IN THE MUD.
SIEMPRE JUEGA EN EL BARRO.
- PLAY HARD, CHILL HARD.
JUEGA MUCHO, RELÁJATE AL MÁXIMO.

Visual Options: Family in hammock or beach chair

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- PICK YOUR OWN NAP TIME.
ELIGE TU PROPIA HORA DE SIESTA.
- JUST HANG OUT A BIT.
SÓLO RELÁJATE UN POCO.
- REFUEL THE FUN TANKS.
RECARGA LOS TANQUES DE DIVERSIÓN.

Visual Options: Family lounging by pool or enjoying other outdoor activity

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- SEIZE THE PLAY.
APROVECHA EL JUEGO.
- NEVER STOP PLAYING.
NUNCA DEJES DE JUGAR.

Visual Options: Family meditating, relaxing, indulging at wellness center

CHILDHOOD RULES IN [CITY/TOWN]
LA INFANCIA MANDA EN [CIUDAD/POBLADO].

- FIND YOUR INNER FUN.
ENCUENTRA TU DIVERSIÓN INTERIOR.
- DOING NOTHING IS EVERYTHING.
A VECES, NO HACER NADA LO ES TODO.
- TAKE TIME TO RELOAD.
TÓMATE UN TIEMPO PARA RECARGAR ENERGÍAS.