



“Let’s Play” Campaign Industry Toolkit

Spring 2024



Visit California's intention for this toolkit is to provide you with assets and ideas that can help your destination leverage the "Let's Play" campaign program.

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

[Content Submission Tool](#)



"Let's Play" Objectives

With the launch of a new brand platform and positioning, "The Ultimate Playground", Visit California seeks to inspire people to pursue playfulness in their lives through the first creative campaign expression, "Let's Play". Objectives include:

1. Building top-of-mind awareness of California as the preferred vacation destination.
2. Drive global engagement with California across paid, owned, earned and trade channels.
3. Trigger active consideration to fuel incremental travel to California.

Program Overview

Visit California's new campaign "Let's Play" debuted globally March 4 and aligns with the brand evolution of California as The Ultimate Playground. The Ultimate Playground leans into California's culture, values and ethos — celebrating diversity, championing acceptance and encouraging travelers to play in their own unique ways in California.

The campaign is supported by a \$32.8M media buy running March 4-May 27 and extensions across the owned, earned, and trade channels that help to reinforce the importance of play.





Let's Play Style Guide

Color Palette

Category	Color Name	PMS	CMYK	RGB	HEX
PRIMARY	Blue	PMS 7462	C:100 M:48 Y:6 K:30	R:0 G:85 B:140	HEX:00558c
	Yellow	PMS 2915	C:60 M:9 Y:0 K:0	R:98 G:181 B:229	HEX:f2b55e
	Orange	PMS 716	C:0 M:61 Y:99 K:0	R:234 G:118 B:0	HEX:ea7600
	Light Blue	PMS 1345	C:0 M:17 Y:50 K:0	R:253 G:208 B:134	HEX:fdd086
	Light Yellow	PMS 7406	C:0 M:20 Y:100 K:2	R:241 G:196 B:0	HEX:f1c400
	Light Orange	PMS 128	C:0 M:7 Y:75 K:0	R:243 G:213 B:78	HEX:f3d54e
SECONDARY	Grey	PMS 7457	C:18 M:0 Y:5 K:0	R:187 G:221 B:230	HEX:bbdde6
	Light Blue	PMS 475	C:0 M:21 Y:30 K:0	R:243 G:207 B:179	HEX:f6d1b3
	Orange	PMS 269	C:80 M:98 Y:5 K:27	R:67 G:34 B:106	HEX:43226a
	Purple	PMS 2706	C:19 M:10 Y:0 K:0	R:203 G:211 B:235	HEX:cbd3eb
	Green	PMS 356	C:91 M:4 Y:100 K:25	R:0 G:122 B:51	HEX:007a33
	Dark Green	PMS 357	C:92 M:18 Y:94 K:61	R:33 G:87 B:50	HEX:215732
	Teal	PMS 3125	C:84 M:0 Y:18 K:0	R:0 G:174 B:199	HEX:00a6c7
	Light Teal	PMS 540	C:100 M:57 Y:12 K:66	R:0 G:48 B:87	HEX:003057
	Dark Blue	PMS 467	C:6 M:15 Y:41 K:10	R:211 G:188 B:141	HEX:d3bcdd
	Brown	PMS 214	C:0 M:100 Y:24 K:4	R:206 G:15 B:105	HEX:ce0f69
	Light Brown	PMS 228	C:16 M:100 Y:14 K:42	R:137 G:12 B:88	HEX:890c58
	Dark Brown	PMS 7539	C:24 M:13 Y:18 K:3	R:142 G:144 B:137	HEX:8e9089
	Light Purple	PMS 131	C:2 M:39 Y:100 K:0	R:204 G:138 B:0	HEX:cc8a00
	Light Green	PMS 361	C:70 M:0 Y:100 K:0	R:67 G:176 B:42	HEX:43b02a
	Light Blue	PMS 338	C:50 M:0 Y:31 K:0	R:110 G:206 B:178	HEX:6eceb2
	Light Yellow	PMS 1395	C:9 M:55 Y:100 K:39	R:153 G:96 B:23	HEX:996017
	Light Purple	PMS 7417	C:1 M:83 Y:85 K:0	R:224 G:78 B:57	HEX:e04e39
	Light Green	PMS 7527	C:3 M:4 Y:14 K:8	R:214 G:210 B:196	HEX:d6d2c4
Light Purple	PMS 167	C:5 M:77 Y:100 K:5	R:190 G:83 B:28	HEX:b5531c	
Light Green	PMS 390	C:27 M:0 Y:100 K:3	R:181 G:189 B:0	HEX:b5bd00	
Light Blue	PMS 573	C:20 M:0 Y:14 K:0	R:181 G:227 B:216	HEX:b5e3d8	
Light Yellow	PMS 477	C:23 M:75 Y:78 K:69	R:98 G:59 B:42	HEX:623b2a	
Light Purple	PMS 187	C:7 M:100 Y:82 K:26	R:166 G:25 B:46	HEX:a6192e	

Campaign Fonts

MAIN HEADLINES

GT Walsheim should be used in all campaign headlines. When laying out headlines, always set the first letter of each word to "Ultrabold", while using "Black" the remaining letters. Examples can be seen on pages 3-4.

GT WALSHEIM ULTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,?!@#%&*()

GT WALSHEIM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,?!@#%&*()

Purchase this font at:

<https://www.grillitype.com/typeface/gt-walsheim>

BODY COPY

Urbanist is available in multiple different font weights for any supporting body copy.

Urbanist

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,?!@#%&*()

Download this font at:

<https://fonts.google.com/specimen/Urbanist>

Campaign Photography Style

To bring the strategy of the Ultimate Playground to life we use photography that has a dramatic perspective created by the use of wide angle lensing and unique vantage points or first person POVs. Akin to Go-Pro action sports photography, these images work to immerse the viewer in the locations and the experiences. Campaign imagery should feature a balance of active, action-oriented activities, as well as relaxation and culture-centric activities.





Available Assets & Usage Rights

Available Assets

- Assets available for you to use on your owned and earned channels:
 - CTV Commercial: “Let’s Play”
:60/:30/:15 (ENG, SP, CHI)
 - Photography

Asset's must include a Visit California logo. See usage rights on following pages.



“Let’s Play” YouTube Links

Domestic

- :30 https://youtu.be/_GBozUXgFe0
- :15 Hollywood <https://youtu.be/8veiyJDiClw>
- :15 San Francisco <https://youtu.be/pAQiBHVOF0U>
- :06 Newport Beach <https://youtu.be/EOT8Jj1W-b8>
- :06 Palm Springs <https://youtu.be/IYcuRvD-LOM>
- :06 SF <https://youtu.be/tIjklU4pYI>

Mexico

- :30 <https://youtu.be/nvzU--iDwA>
- :15 <https://youtu.be/N4VcOuhYEpQ>

China

- :15 San Francisco <https://youtu.be/w0zGdePjTn0>
- :15 Hollywood https://youtu.be/JO_4Td05e3Y
- :05 San Francisco <https://youtu.be/-Xz01RoQVRc>
- :05 Hollywood <https://youtu.be/em7HQYmewi0>

South Korea

- :30 <https://youtu.be/gitAfkoce8Y>

Video Usage Rights

Term of use: 3/4/24 ending 12/31/25

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 logo.

To access all video assets:
Please contact [Ashley Abney](#)

Photography Overview

While filming our TVC Spot, Visit California deployed a professional photographer to capture images. There are 98 total images that you may use in your owned and earned channels.



Photography Usage Rights

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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 logo is present on material.**

Addition of partner logo must be co-branded with Visit California's logo.

To access all photography assets:
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Campaign Landing Page

“Let’s Play” Content Hub

A new online content hub allows visitors to discover the many ways that people can find their own form of play in California. To educate the curious, Visit California teamed up with Wyng to create a unique interactive quiz that helps travelers identify their own style of play — based on research performed by the National Institute for Play.

The content hub also includes a download for *58 Reasons Why California is The Ultimate Playground*.



California Is The Ultimate Playground

Escape to the perfect beach. Ride roller coasters all day. Splurge on an unforgettable wine tasting experience. You can find endless ways to play in California, The Ultimate Playground.

What's Your California Play Style?

Take this short quiz to find out which California Play Style best describes you, then get custom vacation inspiration for your next trip.

[Take the Quiz](#)



Activation Opportunities & Thought Starters

Activation Opportunities & Thought Starters

INSPIRE YOUR VISITORS TO PLAY IN CA

- Consider participating in the Global Leveraged Media Co-op:
 - Co-op gives industry partners access to deeply discounted rates on digital platforms including Expedia, Trip Advisor, Sojern, and Adara.
 - Industry partners can select desired media channel(s) and desired regional target segments in California to promote their own playful message.
- Amplify the "Let's Play" campaign on your owned channels:
 - Feature the many ways to play in your destination or business
 - Encourage travelers to take the play style quiz and visit your destination
 - Amplify "Let's Play" :60/:30/:15 TVC commercials on your owned channels (see usage rights)
 - Leverage bank of photography (co-branding mandatory) on social channels
 - Engage with Visit California's consumers when Visit California tags you in questions via Instagram, Facebook, and other social media channels. This is an easy way to get in front of consumers who are actively planning their next trip.

Activation Opportunities & Thought Starters

INSPIRE YOUR VISITORS TO PLAY IN CA (CONT.)

- Submit play 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 trip through your region and submit a Gold Pass application to have Visit California assist with the airfare and car rental

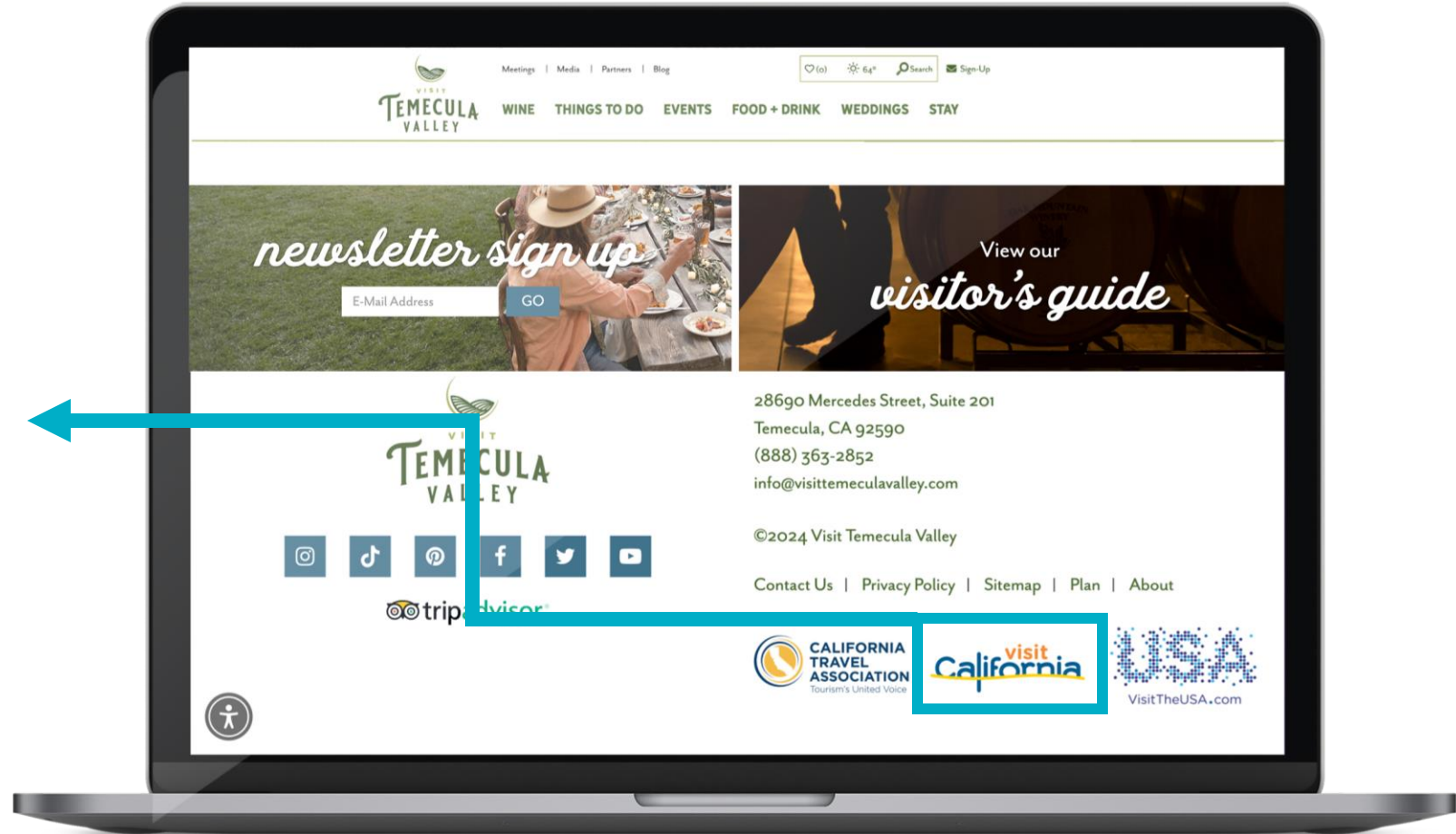


Refreshed Logo

Visit California Logo Update



[Link to download logo](#)





Campaign/Creative

Questions:

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Spring 2024

