

Co-op Assets & Guidelines

CALIFORNIA ROAD TRIP REPUBLIC

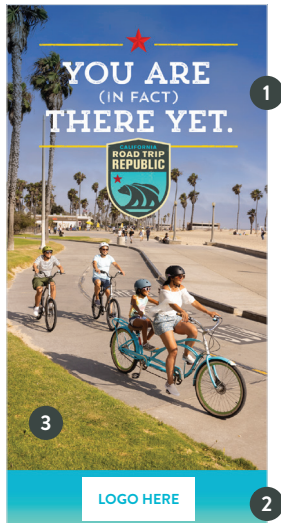
CO-OP DESIGN GUIDELINES

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.

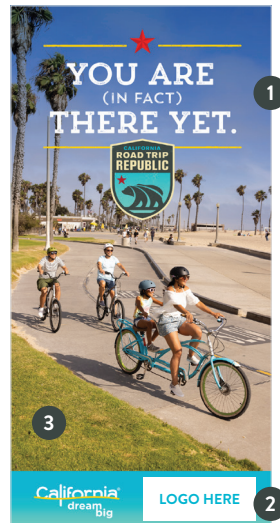
CALIFORNIA ROAD TRIP REPUBLIC CO-OP DIGITAL CAMPAIGN BANNERS

300x600 EXAMPLE

Frame 1

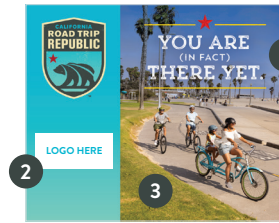


Frame 2



300x250 EXAMPLE

Frame 1

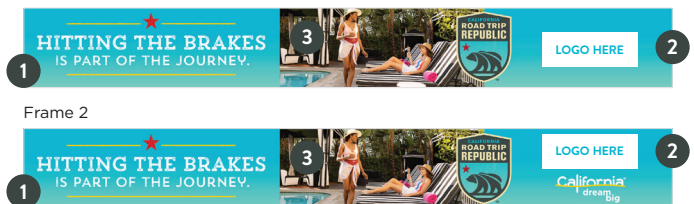


Frame 2



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.

URBAN IMAGERY

Visual Options: People in city, exploring

- THE HIDDEN GEMS SHINE THE BRIGHTEST.
- IGNORE THE MAP AND FOLLOW THE SIGNS.
- THE PIT STOPS ARE WHERE THE FUN STARTS.
- PARK AND WALK IS ALWAYS PART OF THE PLAN.
- CREATE YOUR OWN DETOURS.
- IT'S ALL IN THE DETOURS.
- WANDERING IS WHERE THE WONDER STARTS.
- PUTTING IT IN PARK IS THE BEST WAY TO KEEP GOING.

Visual Options: People shopping

- EVERY TRIP NEEDS A SOUVENIR.
- ALWAYS LEAVE ROOM IN YOUR SUITCASE.
- WE BELIEVE IN THE URGE TO SPLURGE.
- WE BELIEVE IN FRIENDLY HELLOS AND GOOD BUYS. // ...AND LOCAL BUYS.
- WE BELIEVE IN WANDERING FAR AND BUYING LOCAL.

Visual Options: People looking at obscure sculpture

- IT'S OKAY TO STOP AND STARE.
- RUBBERNECKING IS ENCOURAGED.
- ART IS EVERYWHERE.
- PULL OVER FOR A CLOSER INSPECTION.
- THE MORE YOU WANDER, THE MORE YOU WONDER.

Visual Options: People enjoying outdoor dining

- FRESH AIR PAIRS WELL WITH FRESH FOOD.
- WE BELIEVE IN THE LITERAL FORK IN THE ROAD.
- ALL ROADS LEAD TO DELICIOUS.
- WE BELIEVE IN EDIBLE ITINERARIES.

Visual Options: People in urban green area

- THE PARK IS AS FUN AS THE DRIVE.
// PARK IS AS FUN AS DRIVE.
- YOU CAN'T FORGET TO STRETCH YOUR LEGS.
- GREEN MEANS MUST GO.
- PARK THE CAR AND GO IDLE.
- EVERY ROAD TRIP NEEDS A DETOUR.

Visual Options: People on rooftop deck, night scene

- NIGHTTIME IS WHEN THE TRIP REVS UP.
- FIND THE SCENE THAT REVS YOU UP.
- GO FROM STREET VIEW TO BIRD'S EYE VIEW AND BACK.
- THE VIEWS WILL MAKE YOU HIT THE BRAKES.
- POINT YOUR HEADLIGHTS AT NEW HEIGHTS.
- THE NEXT STOP IS THE ROOFTOP.
- SOMETIMES CITY LIGHTS BEAT HEADLIGHTS.

Visual Options: People outside enjoying incredible urban vista

- THERE ARE STOP SIGNS AND STOP EVERYTHING SIGNS.
- THERE'S GOLDEN HOUR AT THE END OF THE RAINBOW.
- IT'S NOT THE TRAFFIC THAT WILL SLOW YOU DOWN.
- IT'S OKAY TO STOP IN YOUR TRACKS.
- HITTING THE BRAKES IS GOOD FOR THE SOUL.

Visual Options: People in self-guided tour vehicles

- THE FUNKIER THE RIDE, THE BETTER THE TRIP.
- SOME ROAD TRIPS HAPPEN 10 MPH AT A TIME.
- IT'S NOT THE MPH; IT'S THE OMG.

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

- TWO-WHEELS ARE BETTER THAN NONE.
- ROAD TRIPS DON'T ALWAYS NEED ROADS.
- WE TAKE THE BIKE PATHS LESS TRAVELED, TOO.
- THE ONLY FUEL REQUIRED IS JOY.

Visual Options: Couple on tandem bicycle in urban green area

- WE BELIEVE IN ALWAYS HAVING A COPILOT.
- WE'RE OPEN TO BACK-SEAT DRIVING.
- ENTHUSIASM MAKES THE BEST FUEL.
- TAKE YOUR FOOT OFF THE GAS, BUT KEEP IT ON THE PEDAL.

Co-op Assets & Guidelines

CALIFORNIA ROAD TRIP REPUBLIC

RESORT/LUXURY IMAGERY

Visual Options: Spa massage or mudbath

- ME TIME IS A MUST
- TO THE ROADTRIPPER GO THE SPOILS.
- PUT STRESS IN THE REARVIEW.
- WE KNOW HOW TO SHIFT INTO NEUTRAL.
- CRUISE CONTROL ISN'T JUST FOR THE CAR.
- WE BELIEVE IN OCCASIONALLY TAKING OUR FOOT OFF THE GAS.
- ROUTINE MAINTENANCE IS ESSENTIAL.

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

- CRUISE CONTROL ISN'T JUST FOR THE CAR.
- PUT YOUR AFTERNOON IN CRUISE CONTROL.
- HITTING THE BRAKES IS PART OF THE JOURNEY.
- PARK YOURSELF WHEREVER YOU PLEASE.
- CALL SHOTGUN ON A MORE RELAXING JOURNEY.

Visual Options: Person in hammock or beach chair

- WE FIND ALL THE BEST REST STOPS.
- KICK UP YOUR LEAD FOOT.
- OUR SEATS ARE HEATED TOO.

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

- HITTING THE BRAKES IS PART OF THE RIDE.
- YOUR CAR ISN'T THE ONLY THING THAT NEEDS A RECHARGE.
- WE KEEP STRESS IN THE REARVIEW.
- YIELD TO YOURSELF. // YIELD TO SELF-CARE.

CULINARY IMAGERY

Visual Options: People eating at fine restaurants

- ALWAYS FUEL UP BEFORE HITTING THE ROAD.
- THE FORK IN THE ROAD COMES WITH A FULL PLATE.
- KEEP YOUR TANK FULL.
- HUNGER FOR ADVENTURE, AND WHATEVER'S ON THE MENU.
- THE LOCAL SPECIAL IS WORTH A SPECIAL TRIP.
- THE LOCAL FAVORITE IS YOUR NEW FAVORITE.

Visual Options: People wine tasting

- SIP YOUR WAY THROUGH YOUR TRIP.
- GRAPE VINES LEAD TO GREAT FINDS.
- TASTE TODAY AND ROAD TRIP TOMORROW.
- HIT THE BRAKES FOR GRAPES.
- WE BELIEVE IN A TASTE FOR THE BOLD.

Visual Options: People enjoying a beer flight

- CRAFT YOUR TRIP AROUND WHAT YOU SIP.
- HOPPINESS IS A WELL-CRAFTED ROAD TRIP.
- SIP SLOW AND SAVOR THE JOURNEY.
- THE NEXT ROAD TRIP IS ALWAYS BREWING.

FAMILY IMAGERY

Visual Options: Family out and about

- YOU ARE, IN FACT, THERE YET.
- EVERYTHING TAKES A BACK SEAT TO FUN.
- FREQUENT STOPS ARE ENCOURAGED.
- THE DETOURS ARE THE DESTINATION.

Visual Options: Family enjoying a pool or lake

- GO FROM HOV TO OMG.
- THE RIGHT LANE IS FOR CANNON BALLS.
- EVERY STOP SHOULD MAKE A HUGE SPLASH.
- GO FROM CARPOOL TO RESORT POOL.
- JUMP INTO YOUR NEXT STOP WITH BOTH FEET.
- WE CRUISE IN SWIM TUBES.

Visual Options: Family enjoying outdoors, hike, etc.

- SUNROOFS ARE FOR STARGAZING TOO.
- FULL CARS LEAD TO FULFILLING MOMENTS.
- BUCKLE UP FOR ADVENTURE.

Co-op Assets & Guidelines

CALIFORNIA ROAD TRIP REPUBLIC

OUTDOOR IMAGERY

Visual Options: People out enjoying amazing vista

- PURSUE THE VIEW.
- WE BELIEVE IN BEING AWED BEFORE DAWN.
- FILL YOUR TANK WITH AWE.
- SOMETIMES NO ROADS MAKE THE BEST ROAD TRIPS.
- WE DON'T NEED SIGNS TO STOP YOU IN YOUR TRACKS.

Visual Options: People on paddleboards, kayak, canoe

- THE ROAD LESS TRAVELED ISN'T A ROAD.
- MAKE THE CURRENT YOUR GPS.
- THE SCENIC ROUTE IS ALWAYS THE BEST ROUTE.
- WELCOME TO NO-RUSH HOUR.
- THE LONG WAY IS NEVER THE WRONG WAY.
- THE END OF THE ROAD IS THE BEGINNING OF THE JOURNEY.

Visual Options: Hikers at peak or lookout

- THE BEST VIEWS AREN'T IN THE REARVIEW.
- THE VIEWS ARE WIDER THAN YOUR WINDSHIELD.
- BE AS FAR FROM NEUTRAL AS IT GETS.
- NEW ROADS FIND YOU.
- THE END OF THE ROAD IS THE START OF THE JOURNEY.

Visual Options: Person surfing on longboard

- WE BELIEVE THE JOURNEY SHOULD MAKE WAVES.
- YOUR ROOF RACK ISN'T JUST FOR DECORATION.
- SOMETIMES WE'RE ALL JUST ALONG FOR THE RIDE.
// WE BELIEVE IN ALWAYS BEING ALONG FOR THE RIDE.
- NEVER GET STUCK IN NEUTRAL.

Visual Options: Skier, first tracks

- THE RIDE UPHILL IS WORTH IT.
- THE JOURNEY IS PAVED WITH FRESH POWDER.
- PEAK EXPERIENCES PAVE THE WAY.
- YOUR BEST RIDES COME AFTER YOU PARK.
- GO FROM THE DRIVER'S SEAT TO FIRST CHAIR.

Visual Options: Mountain biking

- OFF-ROAD IS TECHNICALLY STILL A ROAD TRIP.
- TAKE YOUR ROAD TRIP WHERE ROADS AREN'T.
- PUT DOWN THE MAP AND FOLLOW THE TRAIL.

Visual Options: Backcountry snowshoe

- MAKE YOUR OWN TRACKS.
- OFF THE BEATEN PATH IS ON THE AGENDA.
- THE CAR CAN WAIT TIL YOU GET BACK.
- PUT IT IN PARK AND FOLLOW YOUR OWN PATH FOR A WHILE.

Co-op Assets & Guidelines

CHILDHOOD RULES

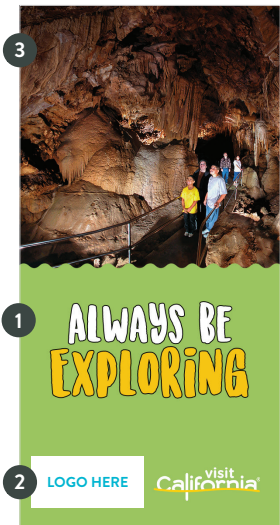
CO-OP DESIGN GUIDELINES

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.

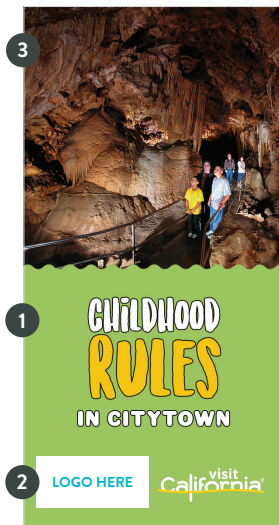
CHILDHOOD RULES CO-OP DIGITAL CAMPAIGN BANNERS

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>

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

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

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



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.

URBAN IMAGERY

Visual Options: Family in city, exploring

CHILDHOOD RULES IN [CITY/TOWN]

- PLAY ALL DAY.
- NEVER STAY STILL.
- LOOK BOTH WAYS BEFORE ENJOYING.
// ...BEFORE AHHING. // ...BEFORE REVELING.
- CLIMB EVERYTHING.
- FOLLOW YOUR OWN DIRECTIONS.

Visual Options: Family shopping

CHILDHOOD RULES IN [CITY/TOWN]

- BIGGEST SMILE WINS.
- BUY NOW, PLAY LATER.
- SOUVENIRS AREN'T JUST FOR KIDS.

Visual Options: Family night scene, rooftop deck or other

CHILDHOOD RULES IN [CITY/TOWN]

- GET A GOOD NIGHT'S PLAY.
- NO REST FOR THE PLAYFUL.
- BEDTIME IS MERELY A SUGGESTION.
- NIGHTLIGHTS AREN'T JUST FOR BEDTIME.

Visual Options: Family in urban green area

CHILDHOOD RULES IN [CITY/TOWN]

- LET YOUR IMAGINATION SPROUT.
- MAKE FUN SECOND NATURE.
- GET MORE GRASS STAINS.
- NO TIME FOR QUIET TIME.
- DILLY DALLY DAILY.

Visual Options: Family outside enjoying incredible urban vista

CHILDHOOD RULES IN [CITY/TOWN]

- USE YOUR OUTSIDE VOICE.
- CHASE THE FUN.
- NAP TIME CAN WAIT.
- ALWAYS BE EXPLORING.

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

CHILDHOOD RULES IN [CITY/TOWN]

- FOLLOW THE LEADER.
- IT'S GOOD TO LET GO.
- OBEY ALL STOP-AND-CHECK-THIS-OUT SIGNS.
- LOOK BOTH WAYS FOR ADVENTURE.

Visual Options: Family on tandem bicycle in urban green area

CHILDHOOD RULES IN [CITY/TOWN]

- ALL TOGETHER NOW.
- NO BACK SEAT COASTING.
- TEAMWORK MAKES THE VACATION DREAM WORK.

Visual Options: Family looking at obscure sculpture

CHILDHOOD RULES IN [CITY/TOWN]

- PACK YOUR IMAGINATION.
- DO STOP AND STARE.
- SEE SOMETHING NEW EVERY DAY.

Visual Options: Family in self-guided tour vehicles

CHILDHOOD RULES IN [CITY/TOWN]

- BUCKLE UP FOR FUN.
- FOLLOW YOUR OWN DIRECTIONS.
- GO ALONG FOR THE RIDE.

Co-op Assets & Guidelines

CHILDHOOD RULES

OUTDOOR IMAGERY

Visual Options: Family outside enjoying amazing vista

CHILDHOOD RULES IN [CITY/TOWN]

- BE AN OUTSIDER.
- ENJOY A LITTLE WE TIME.
- UNFOLLOW THE CROWD.
- MAKE PLAY SECOND NATURE.

Visual Options: Family on paddleboards, kayak, canoe

CHILDHOOD RULES IN [CITY/TOWN]

- NEVER STAY STILL.
- STEERING OPTIONAL.
- KEEP CALM AND PADDLE ON.
- DO WHATEVER FLOATS YOUR BOAT.

Visual Options: Family hiking at peak or lookout

CHILDHOOD RULES IN [CITY/TOWN]

- NATURE MAKES THE BEST TOYS.
- FIND PEAK FUN.
- EMBRACE THE WILD LIFE.
- WATCH YOUR STEP, THEN THE VIEW.

Visual Options: Family surfing on longboard

CHILDHOOD RULES IN [CITY/TOWN]

- MAKE A SPLASH.
- MAKE YOUR OWN WAVES.
- ALWAYS DO YOUR OUT-OF-HOME WORK.

Visual Options: Family skiing, first tracks

CHILDHOOD RULES IN [CITY/TOWN]

- MORE POWDER TO YOU.
- EVERY DAY'S A SNOW DAY.
- CARVE YOUR OWN WAY.

Visual Options: Family mountain biking

CHILDHOOD RULES IN [CITY/TOWN]

- ALWAYS PLAY DIRTY.
- KICK UP MORE DIRT.
- LEAVE BORING IN THE DUST.

Visual Options: Family backcountry snowshoe

CHILDHOOD RULES IN [CITY/TOWN]

- GET YOUR STEPS IN.
- POWDER THROUGH IT.
- FORGET THE MAP, FOLLOW THE FUN.
- PLAY OUTSIDE THE BOX.

CULINARY IMAGERY

Visual Options: Family enjoying outdoor dining

CHILDHOOD RULES IN [CITY/TOWN]

- [MOMS/DADS] MAKE THE BEST NAPKINS.
- DEFINITELY SPOIL YOUR DINNER.
- FEED YOUR IMAGINATION.
- LAUGH WITH YOUR MOUTH FULL.
- EVERY TABLE IS THE KIDS TABLE.
- IT'S ALWAYS FAMILY STYLE.

Visual Options: Family eating, fine restaurant

CHILDHOOD RULES IN [CITY/TOWN]

- DON'T SPOIL YOUR DESSERT.
- FEED YOUR IMAGINATION.
- EVERY TABLE IS THE KIDS TABLE.
- IT'S ALWAYS FAMILY STYLE.

RESORT/LUXURY IMAGERY

Visual Options: Family at spa massage or mudbath

CHILDHOOD RULES IN [CITY/TOWN]

- RECHARGE YOUR BATTERIES.
- ALWAYS PLAY IN THE MUD.
- PLAY HARD, CHILL HARD.

Visual Options: Family in hammock or beach chair

CHILDHOOD RULES IN [CITY/TOWN]

- PICK YOUR OWN NAP TIME.
- JUST HANG OUT A BIT.
- REFUEL THE FUN TANKS.

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

CHILDHOOD RULES IN [CITY/TOWN]

- SEIZE THE PLAY.
- NEVER STOP PLAYING.

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

CHILDHOOD RULES IN [CITY/TOWN]

- FIND YOUR INNER FUN.
- DOING NOTHING IS EVERYTHING.
- TAKE TIME TO RELOAD.