Monterey County Convention & Visitors Bureau

2020 BRAND LOGO ONE SHEET

HORIZONTAL LOGO & TAGLINE

MONTEREY CALIFORNIA
GRAB LIFE BY THE MOMENTS®

Alternate Logo

MONTEREY
GRAB LIFE BY THE MOMENTS®

Small Fornat Only

MONTEREY

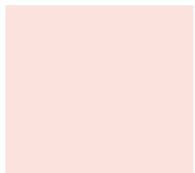## IN ADDITION TO BLACK, LOGO MAY ALSO APPEAR IN THESE COLORS

Cove Blue

Pantone: 7546 c
CMYK: c 73 m 45 y 24 k 66
RGB: r 35 g 55 b 71
HEX: #23374

Reflection Blue

Pantone: 629 c
CMYK: c 36 m 00 y 09 k 00
RGB: r 150 g 209 b 222
HEX: #96d1de

SunSand

Pantone: 9260 c
CMYK: c 02 m 14 y 09 k 00
RGB: r 252 g 226 b 222
HEX: #fce2de

ACCENT COLORS

Coral

Pantone: 2023 c
CMYK: c 00 m 48 y 54 k 7
RGB: r 247 g 152 b 120
HEX: #f79878

Deep

Pantone: 504 c
CMYK: c 29 m 82 y 44 k 73
RGB: r 65 g 18 b 32
HEX: #411220

Tierra

Pantone: 5743 c
CMYK: c 54 m 24 y 86 k 73
RGB: r 52 g 59 b 27
HEX: #343b1

LOGO FONTS

Logo Typeface:
Plantin MT Pro

Tagline Typeface:
TERMINA (caps only)

HEADLINE FONTS

Headline Typeface:
Plantin MT Pro

Subhead/Descriptor Typeface:
TERMINA (caps only)

Body Copy Typeface:
Diverda Sans Pro

PRINT SAMPLE