



GROUPS & MEETINGS CAMPAIGN:

INSPIRATION **MEETS** HERE

Every story of success, every goal reached, every motivated team member starts with a little inspiration. In Monterey County, that's built into every event. It's in the jaw-dropping backdrops; the cutting-edge venues; the unforgettable post-meeting activities. So bring your team to Monterey—because inspiration meets here.

MONTEREY

MEETINGS

INSPIRATION **MEETS** HERE

GROUPS & MEETINGS LOGO

The groups and meetings tagline (“Inspiration Meets Here”) should be used for all groups and meetings related materials.

More about this in the ‘Creative Campaigns’ section.

IMAGERY

HEADLINE
APPLICATION



CAMPAIGN APPLICATION

LOGO

The 'Groups and Meetings Logo' should be used for all groups and meetings related materials. For visual emphasis, "MEETS" can be in the brand color, Sand Dune.

IMAGERY

When space allows, use two images to compliment the headline. Images should be arranged either horizontally or vertically, creating a clean split, and their focal lengths should vary to provide visual contrast.

HEADLINE APPLICATION

Headlines should use an "X MEETS Y" format, with "MEETS" in a bolder, larger point size positioned between the two images. The rest of the headline can be arranged in a stair-step layout.

Maintain consistent size relationships between the words, and always use the distinctive "S" glyph from the 'Inspired Otter' font for all group and meeting assets..

You can find more examples in a variety of formats in the following pages.

CAMPAIGN LOGO

A LITTLE SPONTANEITY

MEETS

BIG PLANS IN MOTION

Monterey County is a place where great meetings happen naturally. Where epic landscapes and cutting-edge venues come together. Where world-class accommodations are found next to world-renowned attractions. Where an unbeatable event is followed by unforgettable team-bonding. So bring your event to Monterey County. Because inspiration meets here.

MEETINMONTEREY.COM

MONTEREY MEETINGS

INSPIRATION MEETS HERE

GREEN VENUES

MEET

BLUE-SKY THINKING

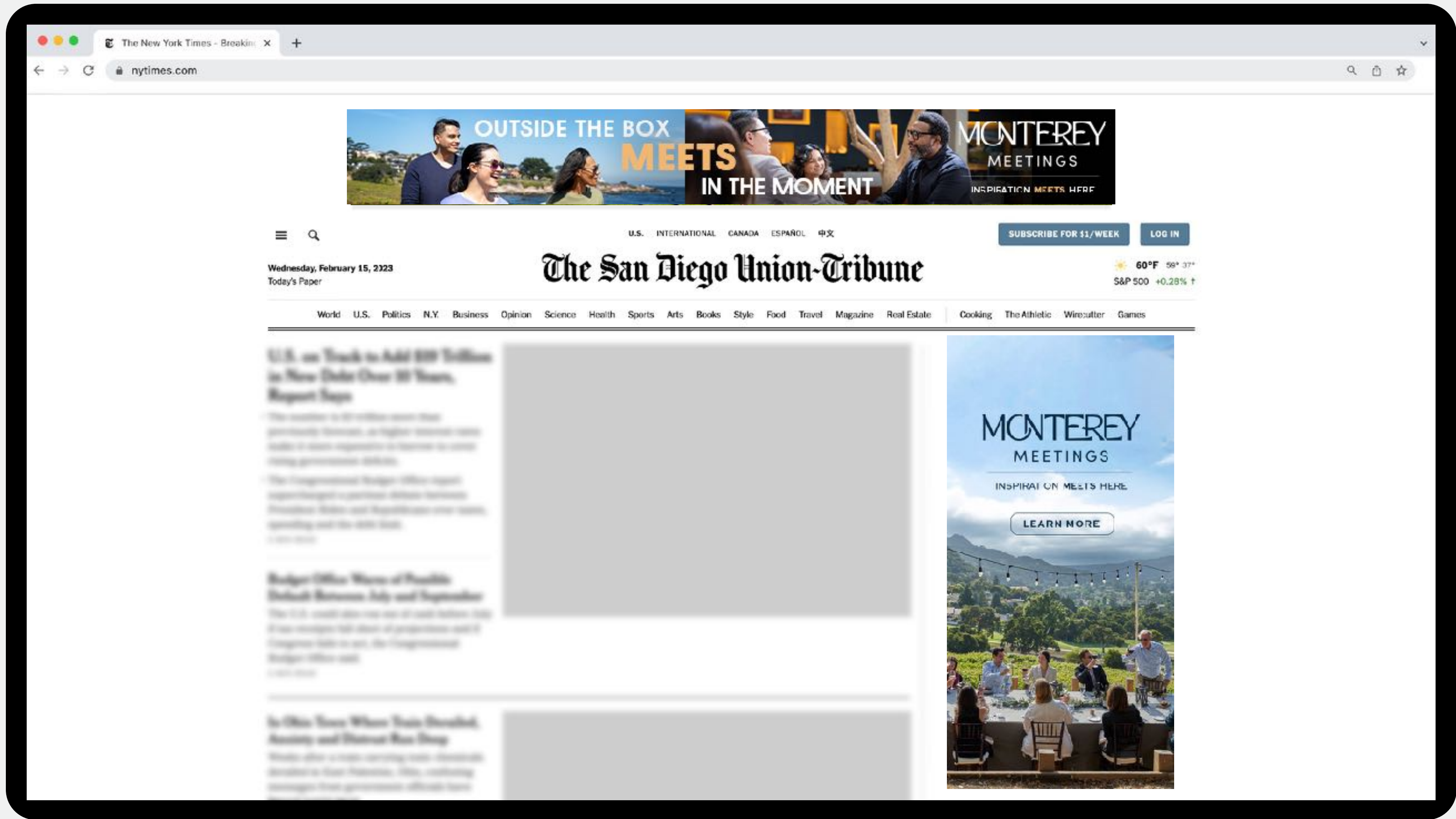
Monterey County is a place where great meetings happen naturally. Where epic landscapes and cutting-edge venues come together. Where world-class accommodations are found next to world-renowned attractions. Where an unbeatable event is followed by unforgettable team-bonding. So bring your event to Monterey County. Because inspiration meets here.

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MONTEREY MEETINGS

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PRINT ADS



DIGITAL BANNERS



See Monterey ✓

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Meetings aren't one-size-fits-all. Monterey County has the variety and flexibility you need to tailor-fit your event for success.



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Inspiration meets here.
Book a meeting to remember.

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