

## Monterey Meetings - Campaign Direction One-Sheet



Photography Direction: Wide landscapes with tight action and expressive faces  
Avoid "Stock Photo" look and feel

### Logo Mark

**MONTEREY**  
**MEETINGS**  
ALL INSPIRED

### Example Headlines

**ALL INCREDIBLE**  
**ALL INVESTED**  
**ALL INVITED**

### Headline Treatment

**ALL INCREDIBLE**  
**GOTHAM HTF, BOLD (ALL CAPS)**

Have headline run edge to edge, do not cover heads or faces

### Example Message

Feeling inspired in Monterey is hardly just a talking point, but an indelible part of who we are. The sum of natural beauty and world-class accommodations and a rich legacy of hosting successful meetings culminate in a tour de force of inspiration.