

# MARKETING & MIMOSAS

MAY 11, 2023



# OUR BRAND



Visit  
SACR★MENTO



# REBEL

From a brand point of view, Visit Sacramento is a classic rebel. In everything we do and say, we urge others to bend the rules, color outside the lines, try something new, something different, something fresh, and never, ever settle for mediocrity. Our ongoing promise is that there is a better way (than the same old way), and if that's what you're looking for in life, this is where it is, so quit fooling around and come grab hold of it.



Underdog

Indomitable

**REBEL**

Entrepreneur

Pioneer

# **This brand is all about the attitude and voice of the destination.**

A little irreverent.

A little subversive.

Not completely.

Just, you know, business with a bit  
of a wicked, knowing grin.





# MESSAGING

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# MANTRA

Are you looking for a place that matches every preconception and conforms to every expectation?

This isn't that place.

For over 170 years,  
Sacramento has been a destination for pioneers,  
an incubator for innovators,  
and a mecca for those looking for more.

The taproot of a state,  
defined as much by its attitude as its influence.  
A capital city where trailblazers, mold-breakers,  
taste-makers, and power-brokers converge.  
Where we reap what we sow and wear our art on our sleeves.

If you're looking for something a little less concerned  
with the conventional.  
Something ceaselessly, fiercely, deliciously true to itself.  
Then come on out. And come as you are.

We're always open and your invitation never expires.

**Pioneer spirit.  
Rebel soul.**

Sacramento was built by people that refused to settle. That same spirit lives on today. And if that search takes us beyond the narrow boundaries of convention, then so be it.

**Unapologetically  
Sacramentan.**

We are intensely proud of this town, this region, and these people. We're here because we love this place and want to share that love with visitors.

**Real to  
the roots.**

We've never lost our connection to our land, our history and our community. We know and honor where we come from, we reap what we sow, and we're always authentic.

**Confidently  
inclusive.**

We know who we are and we don't need or ask visitors to conform to fit in. We believe in diversity of experiences, ideas, and styles. Every visitor is encouraged to come as they are and add their own color to this crazy mosaic.

**We wear our (he)art  
on our sleeve.**

We aren't afraid to express ourselves through our art, our food, our actions, or our interactions with each other.

**CHARACTER**





# WHY

Our legacy of pushing boundaries and defying convention creates a welcoming, rewarding experience for visitors looking for a California excursion outside the ordinary.



# WHAT

Sacramento offers an unconventional California experience rooted in our unique location at the confluence of history, political power, art, food, and geography.





# IN THE WILD

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Get out  
OF THE  
ORDINARY

The text is rendered in a highly decorative, calligraphic style. 'Get out' is in a flowing script, 'OF THE' is in a simple sans-serif font, and 'ORDINARY' is in a large, bold, serif font with elaborate flourishes. The entire composition is surrounded by intricate illustrations of various plants, including oak leaves, berries, and flowers, all in a golden-brown color.

YOU CAN'T  
BREAK  
THE NORM  
in the NORMAL  
PLACES

The text is presented in a bold, blocky, sans-serif font. 'YOU CAN'T' is at the top, followed by 'BREAK' and 'THE NORM' which have a white, cracked texture. Below this, 'in the' is written in a smaller, cursive font inside a dark circle. 'NORMAL' and 'PLACES' are in the same bold, blocky font. A white location pin icon is placed over the 'O' in 'PLACES'. The background features a dark, textured, organic shape.

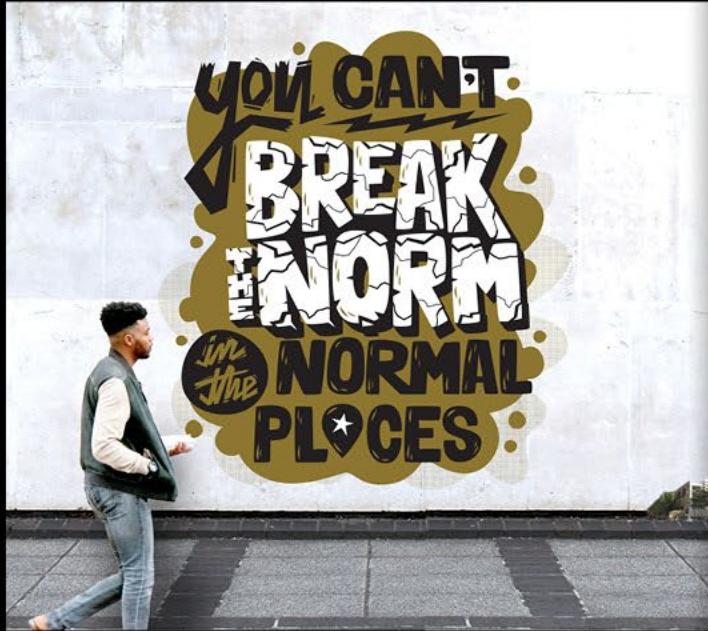


Less  
COMMON  
MORE SENSE

★ Sha  
EXPERIENCE  
TERRITORIES

DON'T  
FOLLOW  
SUCCESS  
Make It.





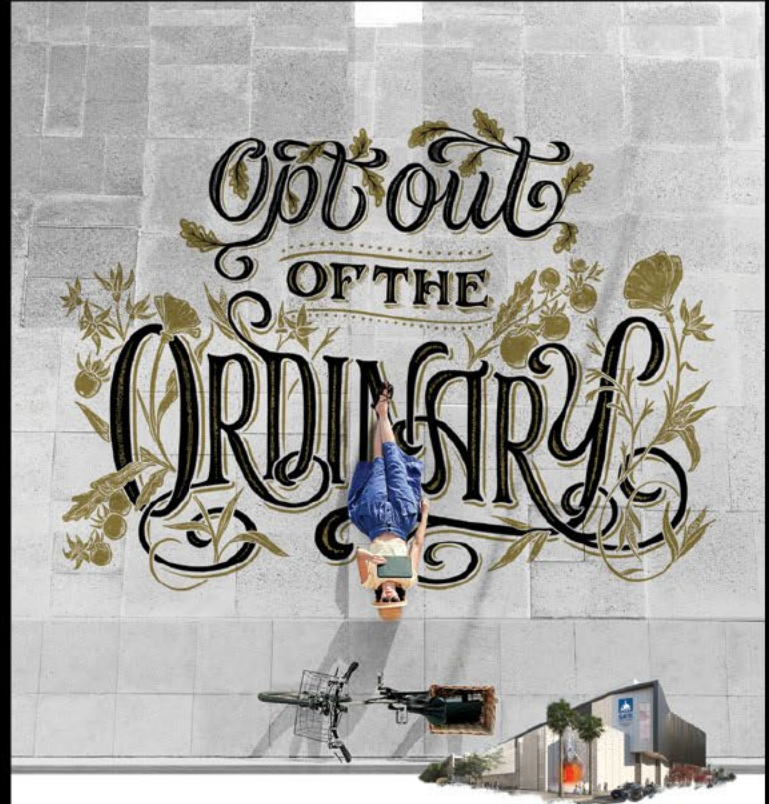
**Who says your convention has to be so conventional?**

It's time to take your guests beyond the status quo to experience something new. With the new state-of-the-art Sacramento Convention Center, you don't have to go to the same old places to find the facilities and support services to meet your needs and exceed all expectations.

PLAN A CONVENTION LESS ORDINARY TODAY AT VISITSACRAMENTO.COM



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**Who says your convention has to be so conventional?**

It's time to take your delegates beyond the status quo to experience something new. With the new state-of-the-art SAFE Credit Union Convention Center, you don't have to go to the same old places to find the facilities and support services to meet your needs and exceed all expectations.

PLAN A CONVENTION LESS ORDINARY TODAY AT VISITSACRAMENTO.COM/SCEDEXHNSION

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Nothing beats the roar of the crowd – especially in Sacramento. From the track to the field, the arena to the pool, sports competitions are bringing excitement, fun and serious impact to our region.

**Join us in helping to further elevate Sacramento's reputation as a premier sports destination.**

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**DEFY**  
expectations

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**OUTSIDE**  
the ordinary

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**SACRAMENTO**

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**NEVER**  
settle





**12 GRUELING EVENTS**  
**1 EPIC PLACE**

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**30 AMAZING ATHLETES**  
**12 GRUELING EVENTS**  
**1 EPIC PLACE TO STAY & PLAY**



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**30 AMAZING ATHLETES,**  
**17 GRUELING EVENTS,**  
**1 EPIC PLACE TO STAY AND PLAY**

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SBD  
WORLD'S  
STRONGEST  
MAN

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**1 EPIC PLACE**

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