SLO CAL

SAN LUIS OBISPO COUNTY
CALIFORNIA®

VISUAL IDENTITY & BRAND STYLE GUIDE

BRAND PROMISE

No offense to fast, but slow is good for the soul.

Slow can set you free. While the rest of the world

is busy racing to the end, slow gives your life the attention

it deserves. Away from the noise and chaos of crowded

streets, slow shines a golden light on the world.

A world that you've been too busy to see. In this place,

slow is not falling behind. It's the freedom to catch up

with the things that matter most to you. Soon enough,

you'll discover that SLO CAL is just your speed.

LIFE'S TOO BEAUTIFUL TO RUSH.

Welcome to SLO CAL.

We're glad you're here. Our goal is to get more happy people like you to come here too. That's why we created this document to help communicate our branding guidelines to our partners. Together, we can work to collectively grow the SLO CAL brand and attract more of our target travelers to San Luis Obispo County.

First, we need to make sure we're all on the same page. Our branding is essential to the SLO CAL travel experience. This requires strict cooperation and dedication to our brand standards. We need to ensure that our brand maintains a consistent look and feel no matter where it's seen in the world. This guide is designed to do just that.

HOW TO USE OUR BRAND

The SLO CAL brand, through its visual identity, style voice, promise and positioning, is designed to make an emotional connection with its travelers. We have something distinctive to say. That's why all of SLO CAL's communications must have a consistent tone of voice, look and feel applied across all communication channels.

TONE OF VOICE

Life's Too Beautiful to Rush® is more than a tagline. It's our way of life. So, it's important that our words evoke a lifestyle that reflects the approachable people and down-to-earth culture of San Luis Obispo County.

Casual & Friendly

We're all friends here. We combine a friendly familiarity with a casual tone, much like you would speak to a buddy or coworker. Fun and personal is key.

Unpretentious

One of our main attributes is our welcoming and approachable nature. That feeling should carry into the way we speak to others—on a human level.

Playful

In San Luis Obispo County, *Life's Too Beautiful to Rush®*. So don't. Everything we say should reflect a pressure-free sense of freedom and discovery. Never pushy; our tone should invite visitors to share in our journey.

LOGO

Brand Logo

The brand logo is used when describing the place and/or product, rather than the organization, and for instances of promotion and advertising directly to the consumer/traveler, such as print ads, visitor magazine, social media, the website, etc. It represents the brand and destination. The trademarked logo contains the words "SLO CAL San Luis Obispo County California" with "SLO CAL" in a bounding box and a California star and smile in the "O." These elements are intended to remain as they are and not altered or separated. It is recommended not to reproduce the brand logo smaller than 1" wide as this will diminish readability. It is also recommended to have a minimum clear space proportionate to roughly half the height of the 'A' in SLO CAL around the logo. This clear space is also recommended when the logo is to be used with other logos in addition to their requirements. The primary brand logo color recommendation is PMS 7694. If this color conflicts with its application or is not impactful enough, any of the other primary colors (see page 12) can be used in its place as long as all the existing guidelines are still followed.

X=1/2 height of 'A'

Clear Space

Minimum Width = 1"

PMS Coated: 7694
PMS: Uncoated: 301
CMYK: 100, 57, 9, 52
RGB: 1, 66, 106
Hex: 01426a

LOGO

Alternate Brand Logo

The alternate brand logo is used in smaller spaces as it has less of a vertical. It is recommended that the minimum reproduced size be no smaller than .4" high. All of the same rules about clear space and color that pertain to the brand logo pertain to the alternate brand logo as well.

Organization Logo

The organization logo is used in correspondence to stakeholders and other business-to-business communications and/or in reference to the Visit SLO CAL organization, such as business cards, letterhead, building signage, etc. In all other instances, the SLO CAL logo should be used. All of the same rules about clear space and color that pertain to the brand logo also pertain to the organization logo.

LOGO

Variations

All of the logos come in different color variations for use depending on the form of media. It is recommended for print to use the PMS setups in either coated or uncoated, depending on the paper, for the most accurate portrayal of the logo. The CMYK variations can also be considered for print. The RGB and Hexidecimal color setups are only to be used in a digital space. There are also one-color variations in all white and all black. These should be used at the brand's discretion in cases where high contrast is desired or reproduction capabilities are limited. The all white (reversed logo) may be used over an image if the contrast allows. The "SLO CAL" text is transparent to reveal the image behind it.

SLO CAL Graphic

The SLO CAL graphic can be used as a design element in support of the previously used logos once those logos have already been established. For example, the graphic is used in the top right of this page as a graphic element in support of the brand logo that already appears on the cover of the guide. It is important to remember this is a graphic and not a logo, therefore it should not be used in place of a logo.

LOGO

Incorrect Use

It is recommended that the brand ambassador try to avoid these scenarios, or any scenarios not mentioned here, that can be seen as tampering with the brand, alternate brand or advertising logo's visual effectiveness, thus diminishing the brand's voice and message.

Logo Against Busy Background

Logo Against Low Contrast Background

Warping

Unnecessary Color Changes

Shifting of Elements

Adding or Replacing of Elements

PHOTOGRAPHIC STYLE

SLO CAL's photographic style is an extension of its tone and feel. It's laid-back, welcoming and visually stunning. We want to create a powerful visual narrative by combining distinct, accessible San Luis Obispo County experiences with personal moments from real people.

Location

The choice of location should be: unique to San Luis Obispo County, unpretentious, desirable and welcoming. A location should reflect an accessible dream for the traveler. It should portray a location that they can only visit and experience in San Luis Obispo County.

Avoid over-emphasizing the location as it is simply a backdrop for the traveler's **Life's Too Beautiful to Rush**® moment to come to life.

People

People will be photographed in a style that captures genuine moments of happiness—natural and emotive, but still sophisticated and never contrived. Our audience needs to see themselves here, but not be in the spotlight. It's almost like we're "in" on their experience. We want to capture them discovering what it means to live at their own pace in San Luis Obispo County. People should be photographed in a way that looks organic and natural. Subjects should never look the camera face on and should always try to be a part of the scene in a way that enhances the location or activity.

When photographing people participating in outdoor actvities, clothing should be bright colored and reflective of the activity taking place. In general, avoid clothing with large or visible brand names, clothing that is flashy or inappropriate.

Details

In order to paint the entire picture, we need to show visitors all aspects of a particular experience in SLO CAL. Detail shots can be staged, but in a way that still looks organic and in the moment.

VISUAL STYLE REFERENCES

COLOR PALETTE

These colors make up the SLO CAL brand and can be used for all collateral representing the brand. The logo can be used in any of the primary brand colors after PMS 7694 C is considered. It is recommended that the brand ambassador use their best judgment in executing these colors as to not diminish the brand positioning by improperly or overusing the colors on a single use. When printing, it is recommended to use PMS or CMYK colors. When colors will be viewed digitally, RGB or Hexidecimal is recommended.

PRIMARY COLORS

PMS Coated: 7694
PMS: Uncoated: 301
CMYK: 100, 57, 9, 52
RGB: 1, 66, 106
Hex: 01426a

PMS Coated: 710
PMS Uncoated: 1925
CMYK: 4, 90, 64, 0
RGB: 230, 63, 82
Hex: e03e52

PMS Coated: 143
PMS Uncoated: 7549
CMYK: 0,32,87,0
RGB: 252, 182, 59
Hex: fcb63b

PMS Coated: 360
PMS Uncoated: 375
CMYK: 56, 0, 100, 0
RGB: 124, 194, 66
Hex: 7cc242

PMS Coated: 4635
PMS Uncoated: 1535
CMYK: 30, 66, 85, 19
RGB: 155, 92, 55
Hex: 9b5c37

PMS Coated: 7683
PMS Uncoated: 285
CMYK: 81, 58, 7, 0
RGB: 66, 108, 169
Hex: 426ca9

PMS Coated: 715
PMS Uncoated: 144
CMYK: 2, 54, 94, 0
RGB: 240, 139, 45
Hex: f08b2d

PMS Coated: 7563
PMS Uncoated: 124
CMYK: 19, 48, 100, 2
RGB: 202, 139, 42
Hex: ca8b2a

PMS Coated: 319
PMS Uncoated: 325
CMYK: 66, 0, 21, 0
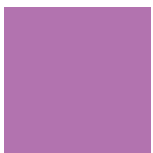RGB: 32, 203, 212
Hex: 20cbd4

PMS Coated: 7599
PMS Uncoated: 173
CMYK: 20, 89, 100, 10
RGB: 183, 62, 37
Hex: b73e25

PMS Coated: 631
PMS Uncoated: 638
CMYK: 72, 8, 12, 0
RGB: 21, 178, 211
Hex: 15b2d3

PMS Coated: 7579
PMS Uncoated: 166
CMYK: 7, 78, 100, 1
RGB: 223, 93, 38
Hex: df5d26

PMS Coated: 2573
PMS Uncoated: 2573
CMYK: 30, 64, 0, 0
RGB: 179, 115, 176
Hex: b373b0

PMS Coated: Pink
PMS Uncoated: 239
CMYK: 8, 90, 0, 0
RGB: 226, 53, 157
Hex: e2359d

PMS Coated: 801
PMS Uncoated: 801
CMYK: 100, 0, 0, 0
RGB: 0, 174, 239
Hex: 00aeef

TYPOGRAPHY

Short Headlines & Textural Treatments

PARABOLA

- free font available at http://freegoodiesfordesigners.blogspot.se/2015/08/parabola-free-font.html
- **Web Alternative Version -** https://fonts.google.com/specimen/Amatica+SC

Headlines, Subheads & Additional Support

BEBAS NEUE BOLD
BEBAS NEUE BOOK
BEBAS NEUE LIGHT

- free font available at http://www.dafont.com/bebas-neue.font
- **Web Alternative Version -** https://fonts.google.com/specimen/Oswald

Body Copy, Descriptions & Additional Support

Futura Heavy
Futura Heavy Oblique
Futura Medium
Futura Medium Oblique
Futura Book
Futura Book Oblique
Futura Light
Futura Light Oblique

- font available at http://www.myfonts.com/fonts/linotype/futura/
- **Web Alternative Version -** https://fonts.google.com/specimen/Open+Sans

BRANDED EXAMPLES

SLOCAL
SAN LUIS OBISPO COUNTY
CALIFORNIA®