BRAND STANDARDS | NOVEMBER 2021

Welcome To SLO CAL

Our brand standards are meant to help our partners understand the SLO CAL brand and consistently apply it to communications, all in pursuit of our big hairy audacious goal (BHAG): for San Luis Obispo County, SLO CAL, to become as well-defined, well-known and well-loved as Southern California, So Cal, and Norther California, Nor Cal.

NOR CAL

NOBODY CARES

SO CAL

NOR CAL

SLO CAL LOVE

SO CAL

Maintaining integrity across our brand promise, brand positioning, brand character and visual identity is vital to achieving our BHAG. So use these guidelines often, and be sure to contact us if you have any questions along the way.

Brand Promise

Here in SLO CAL, life's tempo is a little more deliberate. Surrounded by abundant natural beauty, it's easy to see how the people here stay so grounded and generous of heart.

Rich, fertile fields and vine-draped hills. Mountain peaks and rugged coastal bluffs. Elfin forests that give way to golden dunes, warm sandy beaches and aquamarine waves. These surroundings are home to many unique towns and a kaleidoscope of cultures all linked by one local spirit. A warm, accepting ethos that makes it easy to connect with what matters to you.

And when you find yourself in this bountiful place — with friends, family, loved ones or simply solo — life gets more vivid. Here, you don't just live in the now...you thrive, chill, laugh, play, sip, ride and thrill in the now.

Because in SLO CAL, Life's Too Beautiful to Rush®.

Character, Tone & Voice

Life's Too Beautiful to Rush® is more than a tagline. It's our way of life, one inspired by big-time natural beauty and grounded in the down-to-earth culture of SLO CAL.

Genuine

We believe there's nothing more beautiful than staying true to your roots. We take pride in being authentic and believe that the folks who visit our region will find our integrity and candor a welcome breath of fresh salty air.

Warm

We believe in the motto that "Strangers are just friends you haven't met yet." We speak with a friendly familiarity that, like our beach bonfires, has a way of making everyone feel warm and welcome inside.

Casual

We work hard to make every single visitor feel at ease through both our words and actions. What we lack in pretense we make up for in our relaxed pace and laid-back hospitality.

Charming

We're always ready with a polite smile and inviting wave. Don't be surprised if you become smitten with our charms and romantic notions of a life that is slow in pace but big on living in the moment.

Fun

We cultivate our own unique sense of free-spirited fun by seamlessly blending together natural thrills, good times and an anything-goes attitude.

Color Palette

PMS: 7694C
C:100 M:77 Y:34 K:20
R:000 G:066 B:107
HEX: 00426B

PMS: 364C
C:70 M:20 Y:100 K:30
R:073 G:118 B:041
HEX: 497629

PMS: 7578C
C:10 M:75 Y:100 K:5
R:210 G:094 B:037
HEX: D25E25

PMS: 7703C
C:75 M:10 Y:15 K:5
R:000 G:164 B:194
HEX: 00A4C2

PMS: 629C
C:35 M:5 Y:10 K:0
R:162 G:209 B:221
HEX: A2D1DD

PMS: 349C
C:90 M:30 Y:100 K:30
R:000 G:103 B:052
HEX: 006734

PMS: 7745C
C:40 M:15 Y:100 K:0
R:167 G:183 B:057
HEX: A7B739

PMS: 7594C
C:45 M:90 Y:100 K:30
R:118 G:047 B:032
HEX: 762F20

To capture the essence of SLO CAL in color, the palette reflects what is found in nature – the big-time natural beauty of the destination landscapes, and be more authentic to the character of the region.

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.

PMS: 5425C
C:55 M:25 Y:25 K:5
R:115 G:155 B:169
HEX: 739BA9

PMS: 7508C
C:10 M:20 Y:55 K:5
R:218 G:189 B:126
HEX: DABD7E

PMS: 7415C
C:10 M:35 Y:30 K:0
R:225 G:173 B:163
HEX: E1ADA3

PMS: 551C
C:35 M:12 Y:13 K:0
R:165 G:197 B:209
HEX: A5C5D1

PMS: 642C
C:15 M:5 Y:5 K:0
R:213 G:226 B:233
HEX: D5E2E9

PMS: 465C
C:25 M:40 Y:75 K:5
R:186 G:146 B:086
HEX: BA9256

PMS: 7527C
C:10 M:10 Y:20 K:0
R:228 G:220 B:202
HEX: E4DCCA

Primary Brand Logo

The SLO CAL Primary Brand Logo is used for designation of the destination — the region of San Luis Obispo and its product/experiences, and is used in consumer marketing and promotion including advertising, social media, SLOCAL.com and visitor publications.

The trademarked logo contains the word "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.

Alternate Brand Logos

Color options

The primary SLO CAL logo should only appear in primary blue, with black and white/reverse.

Please note SLO CAL is ALWAYS white in the primary blue option.

Horizontal Brand Logo

The alternate logo was developed to allow the SLO CAL visual identity to be more legible in certain applications. This version also allows the logo to maintain legibility in smaller horizontal spaces and on complex backgrounds.

This primary landscape logo is also used in partner logo lock-ups (see page xx) or for other SLO CAL promotional needs where the format works better – a promo pen/pencil, for example.

Clear Space

Clear space is the area surrounding a logo that must be kept free of any text or graphic elements to maintain visual impact across all communications. Minimum clear space for the SLO Cal logos is the width of the "A" CAL.

Minimum Size

To make sure our logos are always clear and legible, we recommended a minimum reproduction size for print and digital applications, as demonstrated at right. Our logos can be scaled as large as needed, but they should not be used at sizes smaller than the minimums shown here. Always make sure to maintain a logo's aspect ratio when scaling.

1" OR 150PX

NOT TO SCALE

3/8"

NOT TO SCALE

THE CENTER OF CALIFORNIA'S CENTRAL COAST

We established a new geographic locator line that is not locked up with the logo, rather appears near the logo in certain applications where there is space that allows for it (i.e. print ads and collateral versus digital display ads).

We suggest this geographic locator line be ALL CAPS, set in Montserrat Bold slightly tracked and be the same color as the brand logo. It can be used as a typographic design element or header/footer as shown below.

Geographic Locator line placement examples

THE CENTER OF CALIFORNIA'S CENTRAL COAST

THE CENTER OF CALIFORNIA'S CENTRAL COAST

THE CENTER OF CALIFORNIA'S CENTRAL COAST

THE CENTER OF CALIFORNIA'S CENTRAL COAST
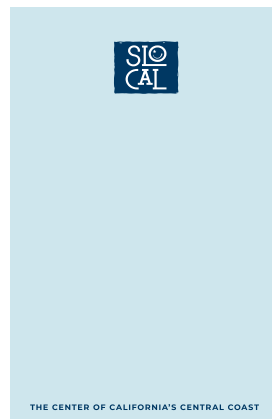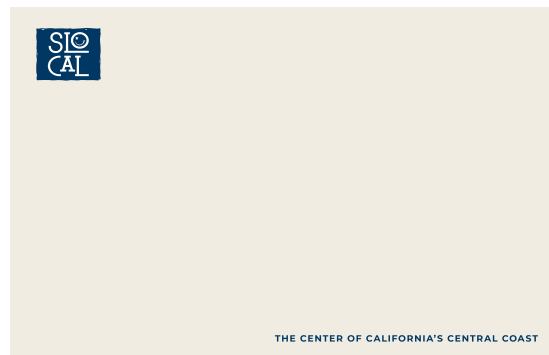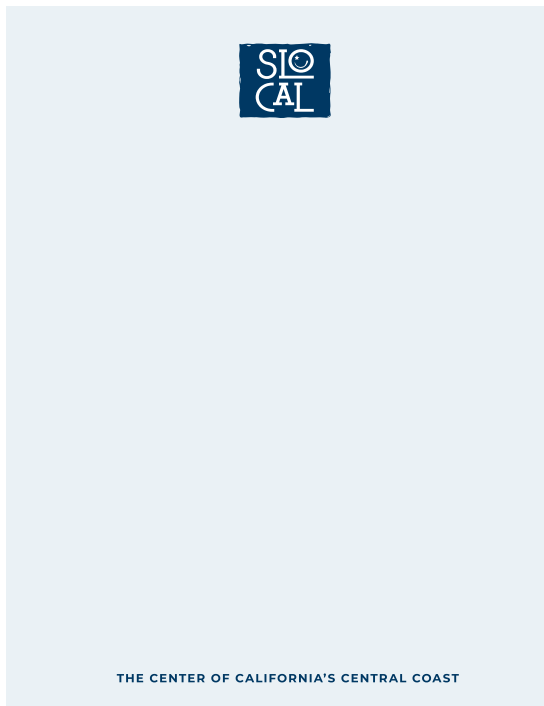
Below is the lock up for the primary logo and brand promise tagline. The size relationship between the logo and tagline shown above is recommended. The tagline should be title cased, set in ITC Lubalin Graph Book and the same color as the brand logo. The sized of the font is determined by length of the line which is 2x the width of the logo. The space between the two elements are determined by the height of the "A" in "CAL" shown above.

X

SLO CAL

A **Life's Too Beautiful to Rush®**

X   X

X

SLO CAL

A Life's Too Beautiful to Rush®

X   1/2 X

VISIT SLO CAL ®

Corporate Brand Logo

The corporate brand logo is used in correspondence to stakeholders and other communication and/or in reference to the Visit SLO CAL organization, such as business stationery, legal forms, building signage, etc. In all other instances, the primary brand logo should be used. All of the same rules on brand usage, color and geographic locator that pertain to the brand logo also pertain to the corporate logo.

Brand Logo Misuse

Do's and Dont's

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 ON BUSY BACKGROUNDS

LOGO ON DARK BACKGROUNDS OR COLOR SWAPS

EXCESSIVE DROP SHADOWS

SHIFTING ELEMENTS

REPLACING ELEMENTS

WARPING

COLOR CHANGES

TYPOGRAPHIC CHANGES

SIZE ADJUSTMENTS

Typography

Primary Fonts

The following fonts were selected to complement the unique SLO Cal logo and the Life's Too Beautiful Too Rush® graphic. These typefaces should be used by graphic designers and marketing professionals for brand and advertising communications.

ITC Lubalin Graph Book
ITC Lubalin Graph Book Oblique
ITC Lubalin Graph Demi
ITC Lubalin Graph Demi Oblique

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

Google Alternative: Arvo

Montserrat Light
Montserrat Light Italic
Montserrat Medium
Montserrat Medium Italic
Montserrat Bold
Montserrat Bold Italic
Montserrat Black
Montserrat Black Italic

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

**AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890**

Tertiary Fonts

The fonts below are recommend for infographics and caption copy. These fonts may also be used if a third or fourth option is needed for hierarchy in SLO Cal marketing communication.

BEBAS NEUE BOOK
BEBAS NEUE REGULAR
BEBAS NEUE BOLD

ABCDEFGHIJKLMNOPQRS
TUVWXYZ1234567890

Roboto Light
Roboto Regular
Roboto Bold

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

Roboto Condensed Light
Roboto Condensed Regular
Roboto Condensed Bold

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

Typographic Hierarchy

This example demonstrates the basic hierarchy of standard sizes to use when setting type to ensure clear presentation of your information.

Please see below for basic hierarchy of type, including sizes, weights, and typical usage.

ITC Lubalin Graph Book
HEADER
18pt and larger

ITC Lubalin Graph Demi
SUBHEADS/INTRODUCTION COPY
14pt and larger

Montserrat Bold
PARAGRAPH HEADER
10-12pt ALL CAPS

Montserrat Light
BODY TEXT
6-8pt

Montserrat Medium Italic
QUOTES/CALL OUT TEXT
6-8pt

PARABOLA
BRAND PROMISE, TEXTURE, GRAPHIC
18pt and larger

BEBAS NEU BOLD & REGULAR
CAPTIONS/INFOGRAPHICS
9pt and larger

Visit SLO Cal Header

Olupta voluptas nim qui nonet quam amus vollend prate ipsa derepratquis ma et aut veni untorepudit vidundamet harum fuga.

UDI NONSEQUASIT MOLOREM LABO.

Os aut lam neculparios si reri venis experer fernam il imincitatis et qui test, officip ientis am illit auditaeste lacienist occumque con es ea quamendit, que lignihiti ute ressed mil ipsapisciis aliquost quos doluptatiae porest volut maximet ut es core quas doles dit excestia vellamet quibus et maximolutem re volorenim harum rem consequodita istia quiatio ideligent de optas ma am exped que.

Udic tem ipsamentibus estrum qui derchit, nia videl eventio qui optaepra nossum, tempor magnimin corepudi conet poreperia exped ma pa et omnis digname ditati dolorrum eos ent volut voluptatem.

Serit autem sitioribus int quidus dus nostiis elentiaes accus quae repudae pelici ipit aut vent ima delendu stibusamusda es sin nonserorrum labo.

LIFE'S TOO BEAUTIFUL TO RUSH

OCEANO, SAND DUNES
SANDBOARDER

LIFE'S TOO
BEAUTIFUL
TO RUSH

Life's Too Beautiful to Rush® Brand Promise Lock-up

Only use the approved stacked or single line lock-ups shown on the previous page below. Black and reverse alternates are also show if needed, for example hen placed on a photo or color background, the black or reverse option is preferred for legibility.

Please do not rearrange the color sequence of this mark.

LIFE'S TOO BEAUTIFUL TO RUSH

LIFE'S TOO BEAUTIFUL TO RUSH

LIFE'S TOO BEAUTIFUL TO RUSH

LIFE'S TOO BEAUTIFUL TO RUSH

LIFE'S TOO BEAUTIFUL TO RUSH

Life's Too Beautiful to Rush®
Font and Usage

PARABOLA is the font used for the brand promise tagline graphic. This font can be used as a graphic texture, such as large type overlays on photography or color fields, but should not be used for headlines or other copy.

PARABOLA

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
1234567890

Do's and Dont's

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.

DO
LEGIBLE

DON'T
ILLEGIBLE

Layout Alterations and Modification

Any alterations or modifications to the brand promise graphic are strongly discourage. If any alterations or modifications are needed to better legibility and/or message, they MUST be approved by the SLO CAL corporate.

Shown right are examples of modified layouts that may be acceptable with SLO CAL approval.

House of Brands

Tourism Ecosystem

BRAND USA

VISIT CALIFORNIA

VISIT SLO CAL

DESTINATION PARTNERS

TOURISM BUSINESSES

SLO CAL is home to many unique towns and a kaleidoscope of cultures all linked by one local spirit.

COMMUNITY

Brand Partners

The SLO CAL Primary Brand Partner Lock-up is designed to create greater connectivity among the individual destinations that make up SLO CAL, while providing greater consumer clarity around what makes up the SLO CAL experience.

A COMMUNITY OF

SLO CAL Primary Brand Logo Partner Lock-up

The SLO CAL partner lock-up logo consists of three elements — horizontal primary logo, "A COMMUNITY OF" line and hand-drawn arrow. Color options for this variation are aligned with all others: primary blue, black or white. None of the elements is to be altered or modified. In some cases "COMMUNITIES" would be used instead of "COMMUNITY" for grammatical purposes. See example on the next page.

This lock-up is only used with the horizontal SLO CAL brand logo. The two logos should be optically equal in size and centered vertically. The arrow's size and placement is fixed and should never be adjusted or modified. The space between the partner logo and the arrow should be the width of the S in SLO.

SLO CAL Partner Background Application

Primary Blue

**Reverse With
Primary Blue
Type**

**Low Contrast Re-
verse Alternate
With Primary
Blue Type**

Black And White

A COMMUNITY OF
Pismo Beach > SLO CAL

A COMMUNITY OF
MORRO BAY — PUT LIFE ON COAST > SLO CAL

A COMMUNITY OF
san luis Obispo CALIFORNIA > SLO CAL

A COMMUNITY OF
VISIT Atascadero CALIFORNIA > SLO CAL

A COMMUNITY OF
PASO ROBLES CA > SLO CAL

A COMMUNITY OF
Arroyo Grande CALIFORNIA > SLO CAL

A COMMUNITY OF
VISIT AVILA BEACH — Pick Your Perfect Paradise — www.VisitAvilaBeach.com > SLO CAL

A COMMUNITY OF
PINES BY THE SEA CAMBRIA CALIFORNIA > SLO CAL

A COMMUNITY OF
SAN SIMEON CALIFORNIA > SLO CAL

COMMUNITIES OF
Visit OCEANO NIPOMO > SLO CAL

A COMMUNITY OF
CAYUCOS > SLO CAL

A COMMUNITY OF
Visit Grover Beach > SLO CAL

A COMMUNITY OF
LOB — LOS OSOS · BAYWOOD California > SLO CAL

COMMUNITIES OF
California Highway 1 Discovery Route > SLO CAL

> ## A COMMUNITY OF **SLO CAL**

The hand-drawn arrow from the SLO CAL partner lock-up logo is placed in front of the Community/Communities line

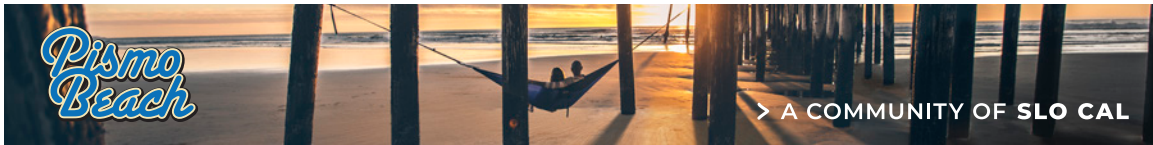SLO CAL is set in bold.

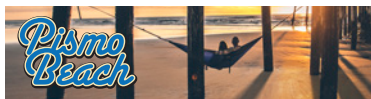> ## COMMUNITIES OF **SLO CAL**

Plural alternate
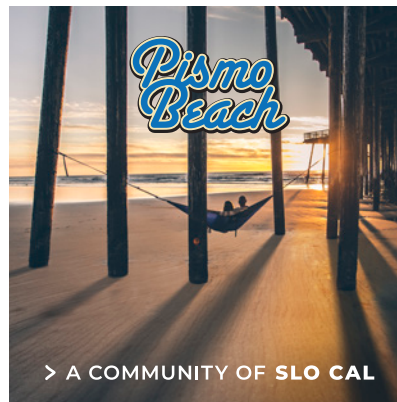
Digital Application Samples

728X90

468X60

234X60

250x250
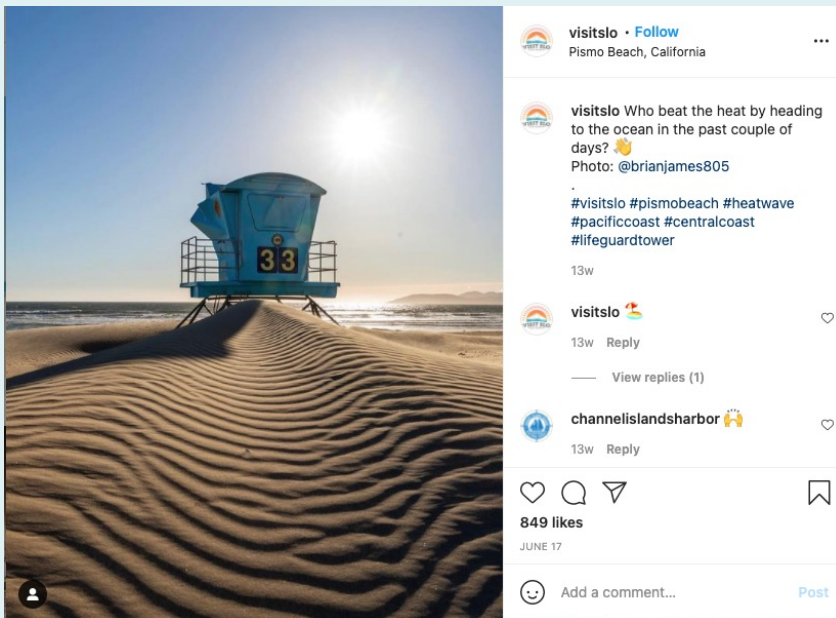

*NOTE THESE ARE MOCK-UP BANNERS USED FOR DEMO

Inclusion of #SLOCAL in all social posts by local DMOs and tourism businesses

House Of Brands Integration Adoption Spectrum

**Local DMOs and tourism businesses are encouraged to adopt
SLO CAL co-branding across the spectrum as relevant/permissible**

House of Brands Local TBID DMO Partner Lock-up

Adoption Use Case:
- Website Header
- Advertising

Local TBID DMO Logo Adaptation

Adoption Use Case:
- Website Header
- Advertising

House of Brands Tourism Business Partner Logo

Adoption Use Case:
- Website
- On Site

House of Brands Typeset Identification

Adoption Use Case:
- Advertising

Hashtag Inclusion
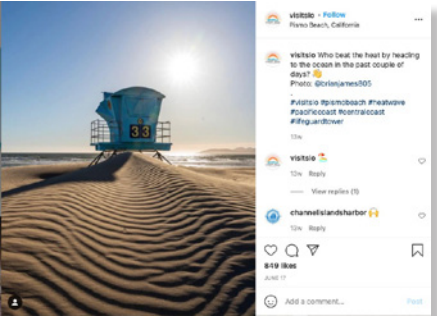
Adoption Use Case:
- Social Media Posts

Photography

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.

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.

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 activities, 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.

SLO CAL Crafted

The SLO CAL Crafted logo was designed to communicate that SLO CAL has long been home to the highest quality of local farmers, crafters, and artists. The word "CRAFTED" was aged, stenciled and painted on a piece of packing tape, then placed under the SLO CAL horizontal word mark to create a handcrafted logo.

A SLO CAL Crafted Certified logo/label was also created (on the following page) to help consumers identify genuinely local products and support the community of business owners that help make SLO CAL so special.

Alternate SLO CAL Crafted Logos

Color options

The primary SLO CAL Crafted logo should only appear in primary blue, tan, black and white/reverse.

PMS: 7694C
C:100 M:77 Y:34 K:20
R:000 G:066 B:107
HEX: 00426B

PMS: 465C
C:25 M:40 Y:75 K:5
R:186 G:146 B:086
HEX: BA9256

SLO CAL Crafted Certified logo

The word "CERTIFIED" bookended by two "SLO CAL" stars locked up with the SLO CAL Crafted logo is used to help consumers identify genuinely local products.

This logo may be used as a single color option, like the SLO CAL Crafted logos shown above.

Clear Space

Clear space is the area surrounding a logo that must be kept free of any text or graphic elements to maintain visual impact across all communications. Minimum clear space for the SLO CAL Crafted logos is the height of the "Star Smiling O" in SLO.

Same Clear space standards apply to the SLO CAL Crafted logo.

Minimum Size

To make sure our logos are always clear and legible, we recommended a minimum reproduction size for print and digital applications, as demonstrated at right. The SLO CAL Crafted logo can be scaled as large as needed, but they should not be used at sizes smaller than the minimums shown here. Always make sure to maintain a logo's aspect ratio when scaling.

1.25" OR 250PX

NOT TO SCALE

visitslocal.org