

MONTEREY
CALIFORNIA

BRAND GUIDELINES

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01

INTRODUCTION



WELCOME TO MONTEREY COUNTY.

This is a place where inspiration is everywhere you look.

It's in the majestic scenery—from the epic coast to the larger-than-life redwoods to the green, sweeping valleys.

It's in the diverse and eclectic communities, the people, the restaurants, the wineries, the history, the art.

It's in the moments of connection with the people around you. Or with yourself. Or with Mother Nature.

No matter where your path takes you throughout Monterey County, one thing is for sure: **inspiration is ahead.**

HERE'S WHAT LOCALS SAY ABOUT MONTEREY:

“It’s filled with tide pools & amazing sea life. There’s otters, seals, sea lions.”

“A great family place to take a vacation.”

“What I get most excited about is natural beauty.”

“Picturesque scenery, nice hotels and restaurants.”

“You could chill more vs. being in a big city.”



IF MONTEREY WERE A PERSON THEY WOULD BE...

Peaceful

Natural

Welcoming

Authentic

Inspiring

Adventurous



02

LOGO

MONTEREY

CALIFORNIA



MONTEREY

CALIFORNIA

This mark captures the essence of Monterey. The interconnectivity of the letters speaks to the emotional connections made in Monterey, as well as the way all of Monterey's individual communities and locations come together to create one incredible experience. The type strikes a unique balance of organic authenticity and bold sophistication, laddering up to the natural inspiration found in the destination.

1. CAMPAIGN LOGO

MONTEREY

FIND YOUR WAY HERE™

2. URL LOCKUP

MONTEREY

SeeMonterey.com

3. CORPORATE LOGO

SEE MONTEREY

1. CAMPAIGN LOGO

The campaign tagline (“Find Your Way Here”) should be used in all promotional and marketing materials. The logo and tagline should always be locked up, unless legibility is compromised. In that case, use the secondary mark on Page 11.

More about this campaign and tagline in the ‘Creative Campaign’ section.

2. URL LOCKUP

The name of the organization is “See Monterey.” When written out, “See Monterey” appears as two words.

When using the URL, write as “SeeMonterey.com.” When writing out social handles, use “@SeeMonterey.” “See” and “Monterey” should always be capitalized.

3. CORPORATE LOGO

This logo is for corporate and industry use only. It is not recommended for any promotional and marketing materials.

MONTEREY
CALIFORNIA

MONTEREY
CALIFORNIA

MONTEREY
CALIFORNIA

LOGO COLOR VARIATION

The logo can be used on its own as visual branding in certain scenarios, such as page headings and signage. It should be used to give context to graphics and add ownership to communications.

The primary, full-color logo should be used in most cases. However, in instances where the legibility is a concern, a black or white version of the logo is recommended.

PRIMARY MARK

MONTEREY
CALIFORNIA



SECONDARY MARK

MONTEREY



FAVICON



RESPONSIVE SYSTEM

To maintain brand integrity across a variety of mediums, contexts, and sizes, different versions of the mark have been created.

The **Primary Mark** should be used in most cases, except for when its legibility or horizontal width is constraining.

In those cases, the **Secondary Mark** should be used instead.

The **Favicon** should only be used in applications with very limited space and small pixel counts, such as social media profile images, browser favicons, and small branded items.



EXCLUSION ZONE

The exclusion zone ensures legibility and visual impact by isolating the logo from competing visual elements such as text and supporting graphics.

This zone is the minimum clear space and is equal to the x height of the letter 'M' in 'Monterey.'



MONTEREY
CALIFORNIA

Do not condense, expand, or distort the logo.



MONTEREY
CALIFORNIA



MONTEREY
CALIFORNIA

The primary brand color configuration should never change. See color and logo usage guide for approved color usage.



MONTEREY
CALIFORNIA

Do not add a surrounding outline, drop shadow, or other visual effects.



MONTEREY
CALIFORNIA

The logo should never be altered from its original typeset.



MONTEREY
CALIFORNIA

The logo should never be rotated off of its horizontal baseline.



CALIFORNIA
MONTEREY

The logo should never be rearranged or altered in any way.



Do not place the logo on a busy or patterned background.

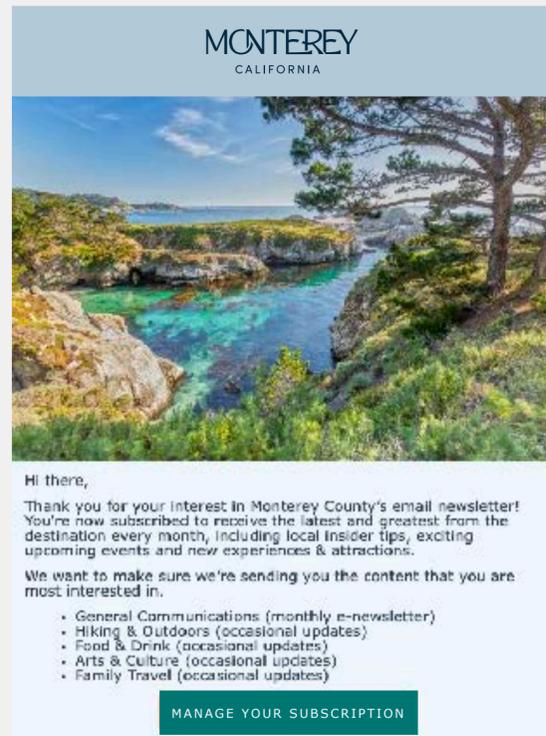
LOGO OFFENSES

The logo should always remain in its brand colors, with typography and icon never moving or shifting from its original placement. There is only one approved configuration for the logo and designs must abide by it.

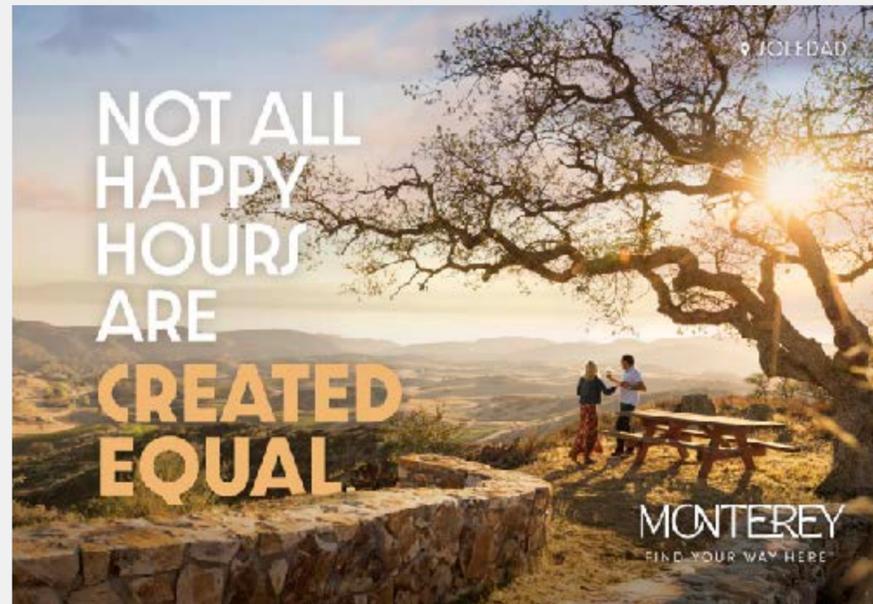
1.



2.



3.



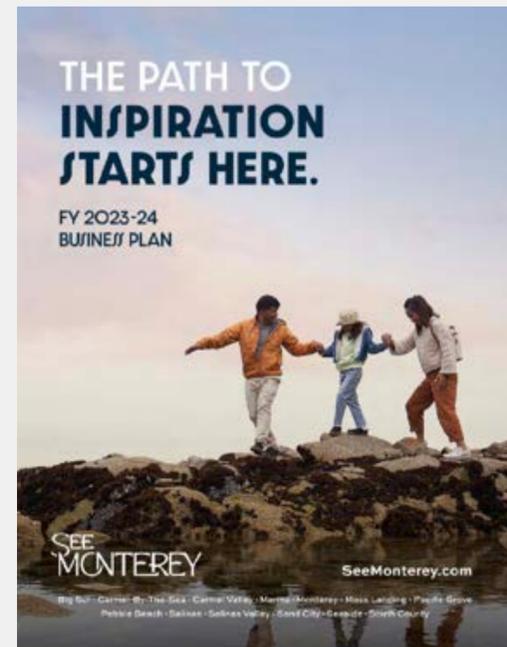
4.



5.



6.



LOGO APPLICATION

These examples exist to provide a reference for logo use in a variety of formats, and to show how the clear space and sizing rules (previous page) are applied in layout.

NOTE: The 'URL Lockup' logo should not be used in digital applications.

1. Trade Booth Sign (URL lockup)
2. Email (primary logo)
3. Print Ad (campaign logo)
4. Billboard (secondary logo)
5. Digital Banner (campaign logo)
6. Business Plan Cover (corporate logo)

03

TYPOGRAPHY

📍 LOCATION TAG

THIS IS A HEADLINE

THIS IS A SUBHEAD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus bibendum libero nisl. Sed varius sapien ac velit eleifend, a blandit nunc efficitur. Vivamus tincidunt ultricies pretium. Morbi aliquet nec leo volutpat pellentesque. Proin diam dui.

LEARN MORE

PRIMARY FONT:
INSPIRED OTTER, REGULAR

PRIMARY FONT:
INSPIRED OTTER, BOLD

SECONDARY FONT:
SWEET SANS PRO, BOLD

SECONDARY FONT:
SWEET SANS PRO, REGULAR

SECONDARY FONT:
SWEET SANS PRO, MEDIUM

TYPOGRAPHY

Our typography does more than provide clear messaging. It extends Monterey's voice into everyday communications and infuses our print, digital, and marketing materials with a naturally connected aesthetic.

INSPIRED OTTER

This is our primary font. It is recommended for all headlines in creative assets such as advertisements, flyers, and posters. Inspired Otter should not be used for body copy.

SWEET SANS PRO

Sweet Sans Pro is our secondary font. It is recommended for smaller text and all body copy.

Please use Arial (as an alternate for Inspired Otter) and Verdana (as an alternate for Sweet Sans Pro) when the above fonts are not an option.

PRIMARY FONT (CUSTOM):

Websafe Alt: Dazzle Unicase from Adobe

INSPIRED OTTER, BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!

INSPIRED OTTER, REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!

SECONDARY FONT (ADOBE):

Sweet Sans Pro, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

Sweet Sans Pro, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

Sweet Sans Pro, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

ALTERNATE FONTS:

Arial, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

Arial, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

Verdana, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

Verdana, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

04

COLOR



PRIMARY

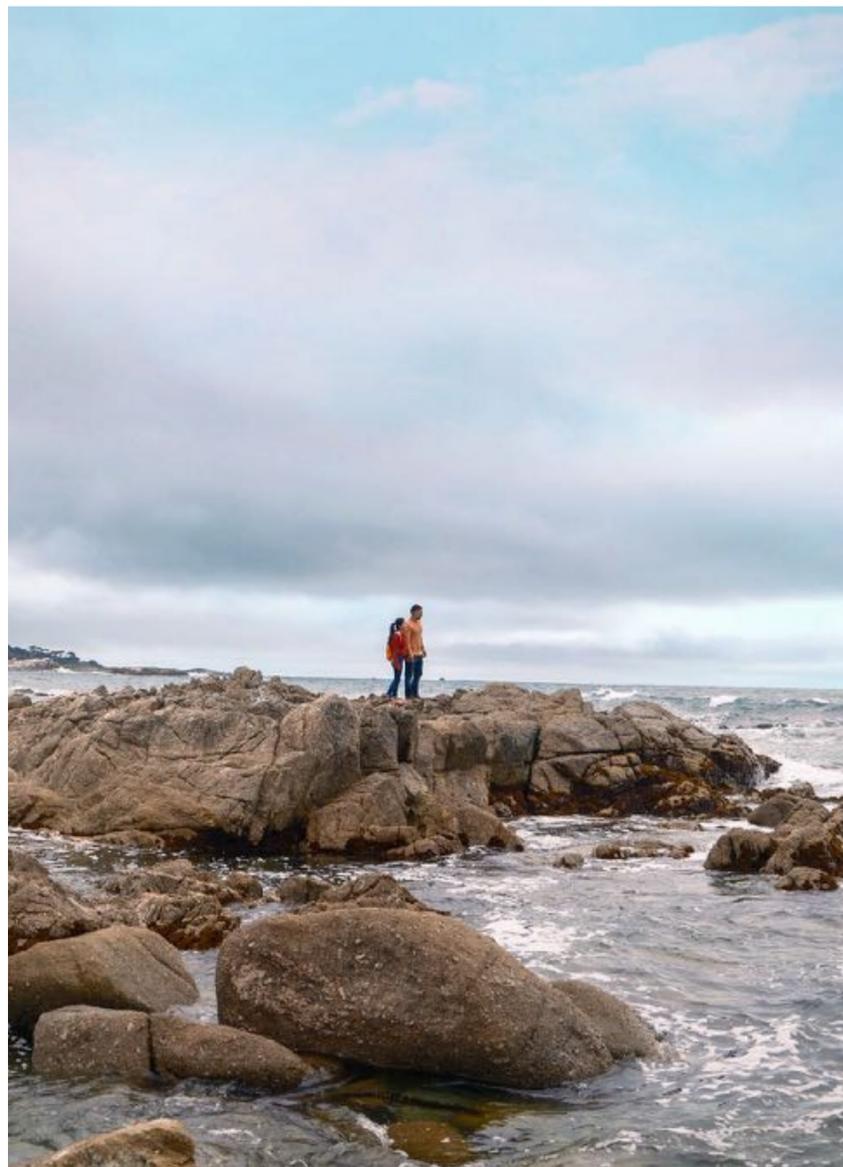
SECONDARY

COLOR

From the rugged coast to the inland valleys, Monterey’s brand colors represent the environments and colors found in and around the county. It is important to keep the palette consistent across all materials.

05

PHOTOGRAPHY



SCENIC PHOTOGRAPHY

Throughout our photography, the Monterey landscape will always be a hero. Sometimes it's the big, wide shots, conveying the epicness of the destination. Sometimes it's providing the stunning backdrop for a shot where people are experiencing a piece of Monterey, complementing the emotion of the talent.

Our scenic photography should not be flipped, skewed, or otherwise altered in a way that renders them visually inaccurate. Monterey is known for its natural beauty, so images should feel true to life and not be over-edited or colorized.



LIFESTYLE PHOTOGRAPHY

Our lifestyle photography should feel human, organic, and real. It should capture natural moments and action and make the viewer feel like they are there. The subjects should be dynamic and authentic, rather than posed or overly styled. Images should not be over-edited or colorized. The lighting should feel true to life and always be relevant to the space.

Our subjects should always respect the environment and wildlife and avoid anything that may be sensitive to local people, culture, and customs.

06

**CREATIVE
CAMPAIGN**

FIND YOUR WAY HERE

Monterey is made up of endless different paths, each one connecting you to something different, something inspiring, something unbelievable. These paths connect you from place to place, from experience to experience. They connect you to the people you bring with you—and those you meet along the way. So choose a path. And find your way here.



LOCATION TAG

📍 SALINAS

TYPE APPLICATION

PERFECT
MOMENTS,
MADE FRESH
DAILY.

MONTEREY
FIND YOUR WAY HERE™

CAMPAIGN LOGO

CAMPAIGN APPLICATION

LOGO

The 'Campaign Logo' should be used when creating all promotional and marketing materials.

LOCATION TAG

When space allows, use a location tag to call out a jurisdiction. Location tags should always be placed in the top left or right corner and never be used for digital banners or billboards where space is limited.

Location tag font: Inspired Otter

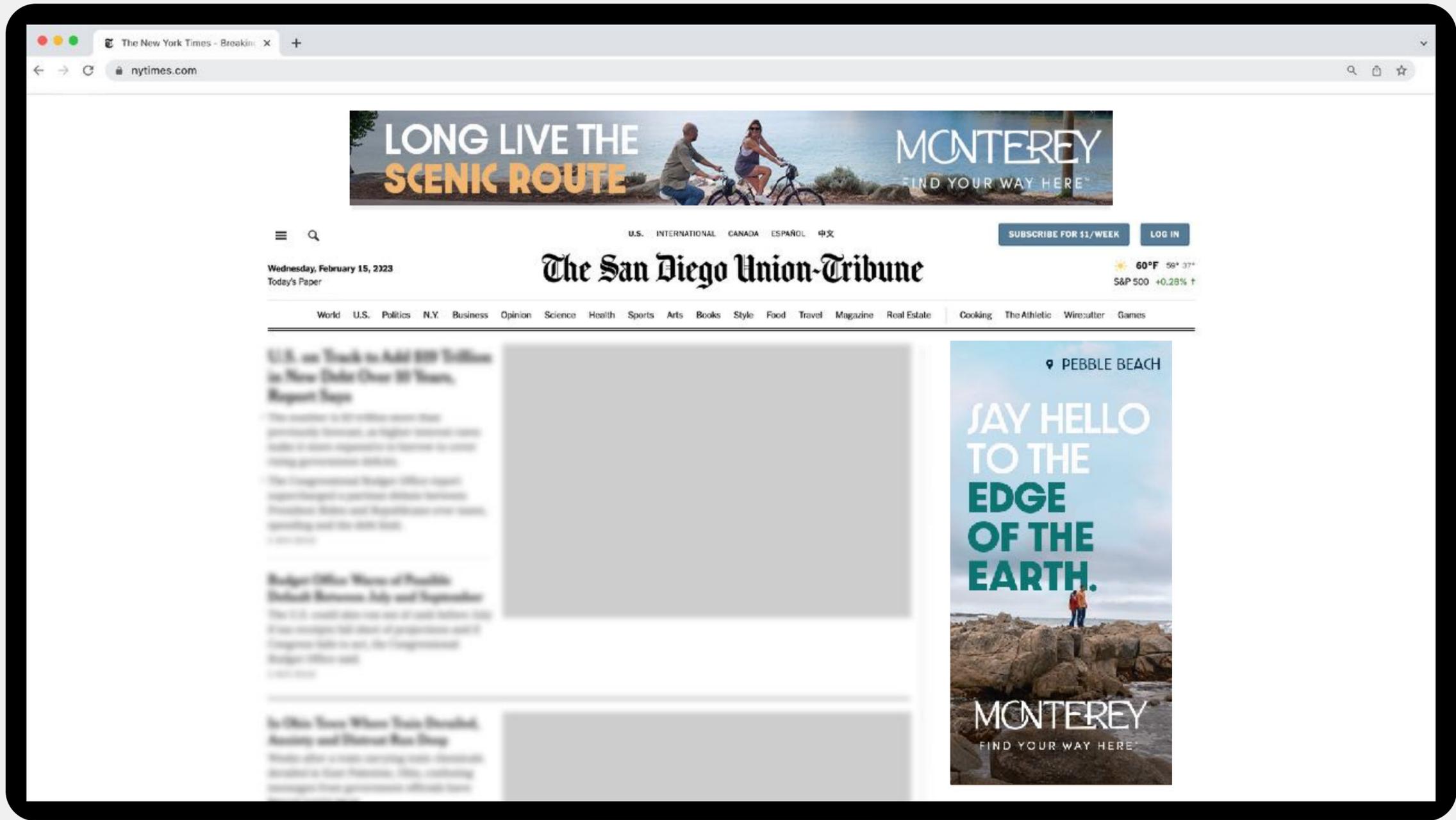
TYPE APPLICATION

Headlines should always be left or right aligned. When appropriate, headlines can tuck behind elements in the image to create a sense of depth. Layering should be done in a tasteful manner and never compromise the headline's legibility.

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



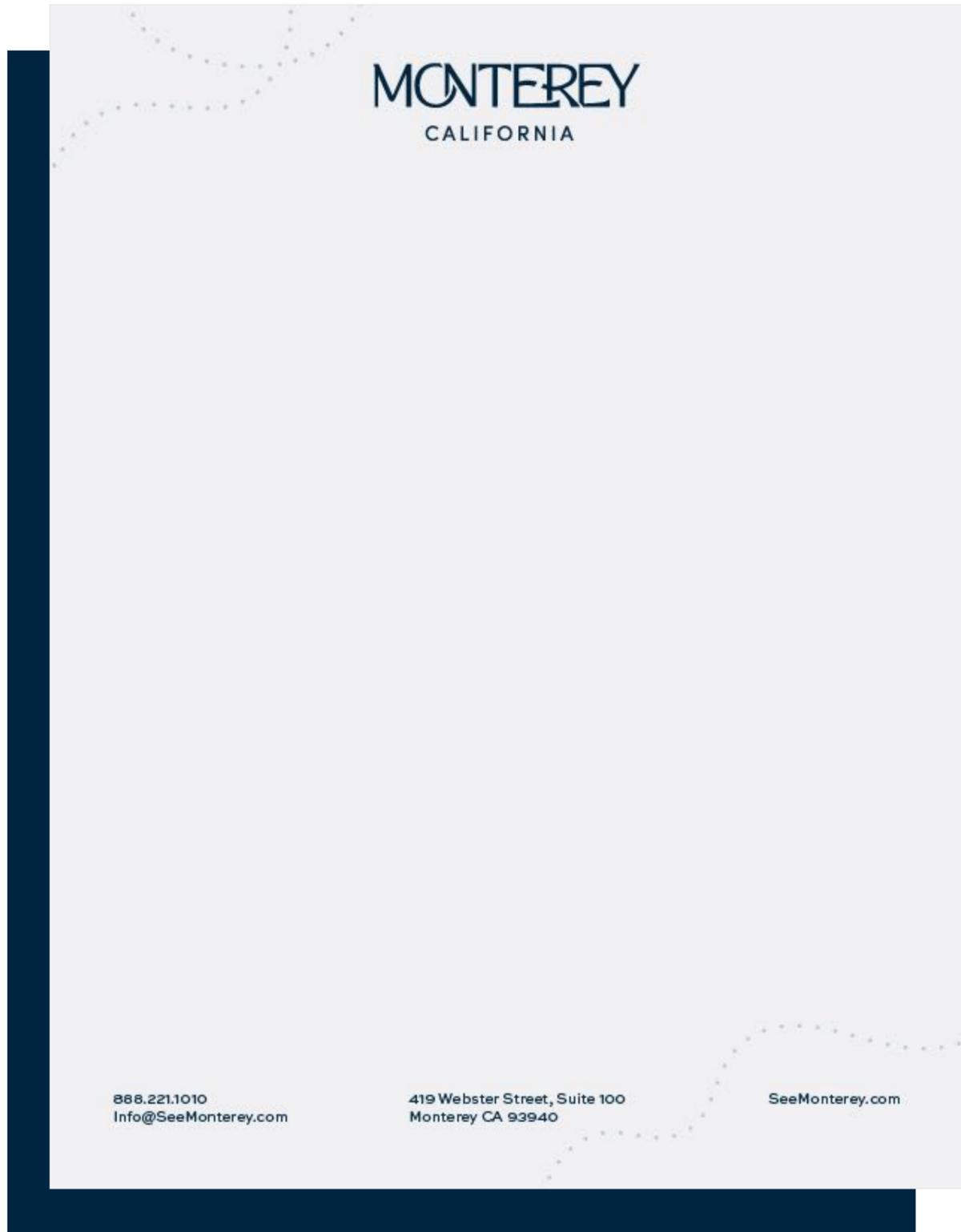
PRINT ADS



DIGITAL BANNERS



SOCIAL CAROUSEL



BUSINESS SYSTEM

In certain uses, a graphic element can be added to create texture and continue the “path” metaphor. This graphic element should only be used for business systems such as letterheads, business cards, and the occasional social post.

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For questions about brand guidelines or more information, contact
Leslie Chavez, Marketing Manager at Leslie@SeeMonterey.com

