

# San Luis Obispo

## Logo Guidelines



## CONTENT

Introduction	03
Primary Logo	04
Secondary Logo	05
Use of Color	06
Grayscale	07
Clear Space	08
Minimum Size	08
Incorrect Uses	09
Typography	10
Contact	11

## SAN LUIS OBISPO, CALIFORNIA

The San Luis Obispo brand is part of an effort to boost tourism to the California's Central Coast (San Luis Obispo) and spread the word about the “undiscovered” treasures of the region.

This document was developed to maintain the integrity of the logo, which includes color, size constraints, orientation, typography and overall aesthetic.





### PRIMARY LOGO

This is the primary logo for tourism in the City of San Luis Obispo. The colors are representative of nature, outdoor activities, and great weather. “San Luis Obispo” is hand illustrated typography to reflect the artisan, handcrafted, one-of-a-kind feel that is San Luis Obispo. The dot of the “i” in Obispo represents the sun and the mountains.

The primary logo should be used whenever possible, as long as the visual aesthetic is not compromised.



## SECONDARY LOGO

The secondary logo is a loose inversed interpretation of the primary logo. This should be used in circumstances where the primary logo may get lost or is not applicable. This version of the logo should always be used with a white background in the circle, and never transparent.



CMYK 82 / 28 / 24 / 45  
RGB 0 / 92 / 112  
PANTONE 3155C



CMYK 0 / 28 / 68 / 0  
RGB 253 / 190 / 104  
PANTONE 1355C

## USE OF COLOR

The logo consists of two colors, teal and yellow. These are the two main colors that should be used in branding tourism in the City of San Luis Obispo. Please follow the values listed carefully. Tints of these colors may be used in supporting elements.



CMYK

0 / 0 / 0 / 80



CMYK

0 / 0 / 0 / 25

## GRAYSCALE

In a situation where using the color logo is not an option, there are grayscale versions of both the primary and inversed logo. Please follow the values listed carefully.



## CLEAR SPACE

It is essential to maintain the clear space around the logo in order to maximize clear recognition and visual impact. This area of isolation protects the logo from impeding imagery, graphics and page trim.

A clear space of at least one-fourth the length of the logo is required at all times around the entire logo.



0.5"

## MINIMUM SIZE

Minimum size refers to the smallest reproduction logo size possible. To ensure legibility, the preferred size should not be smaller than 0.5" in length.





## INCORRECT USES

Do not alter the intended constraints of the logo. Do not use logo in any other color outside the brand color palette. Do not rotate, stretch, or skew the logo. Do not alter elements within the logo or change any proportions of the elements.

#### Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

#### Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## TYPOGRAPHY

The lettering in San Luis Obispo is hand drawn and should not be attempted to reproduce. However, the typeface associated with this brand is Montserrat Regular and Bold.

If the typeface is not available, you may use a similar sans serif typeface that is legible and close to Montserrat.



## THANK YOU

Please follow the guidelines as close as possible. If you have any questions, please contact: [info@sanluisobispovacations.com](mailto:info@sanluisobispovacations.com).

[www.SanLuisObispoVacations.com](http://www.SanLuisObispoVacations.com)