

Luis



BRAND BOOK

SLO Life Tip #1 

Do what it takes to
have the best day.
Every day.





TABLE OF CONTENTS

Introduction	06
Organization & Destination	08
Brand Platform	10
Messaging	20
Color Palette	32
Typography	42
Logo Guidelines	48
Photography Guidelines	72
Brand Patterns	76
Marketing Examples	84
Visit San Luis Obispo Brand Ecosystem	102
Sustainable SLO Brand	112
Constituent and Local Business Considerations	126

01

INTRODUCTION

Hello, there!

This is a guide to the Visit San Luis Obispo brand. It describes what the destination marketing organization stands for, how it benefits travelers and locals and why it stands out. It contains the brand's essence and spirit, as well as how it can be brought to life visually, verbally and culturally. Yes, it is a set of guidelines, and it's also a set of philosophies and beliefs.

If you strive to follow the guidelines and understand the meaning behind the brand, you will be able to bring the brand to life and help people around the world understand what it means to Live the SLO Life.



02

ORGANIZATION & DESTINATION

First things first, let's describe how the Visit San Luis Obispo brand, the TBID organization and San Luis Obispo destination work together from a naming standpoint.

- Our formal, public-facing name for the brand and organization is Visit San Luis Obispo. We should be referred to that way in all marketing materials. This helps distinguish us from Visit SLO CAL, plus the name "San Luis Obispo" is distinct, memorable and known far and wide—while "SLO" is more familiar to those within close proximity to San Luis Obispo.
- It's okay to refer to us as Visit SLO in conversation and casual non-public uses (it's only natural!).
- We are structured as a TBID (Tourism Business Improvement District), which is also how we are legally named, but that is different than our public-facing brand.
- Since San Luis Obispo is known as being an amazing community and university town, but is less known for being a vacation destination, it's important that we use "Visit" on our website and marketing materials. While some destinations drop the "Visit" when marketing, for us, this will clearly signify we're a tourism entity inviting people to come pay a visit and **Live the SLO Life.**



03

BRAND PLATFORM

- 12 Brand Purpose
- 13 Brand Principles
- 14 Brand Personality
- 16 Brand Promise
- 18 Brand Position
- 19 Brand Vision



**BRAND
PURPOSE**

Why we do what we do.

Hearts in beds

If putting “heads in beds” is our business purpose, putting “hearts in beds” is our brand purpose. We live to share all that San Luis Obispo stands for so we can emotionally connect with and welcome people who will fall in love with our community in such a way that they actually become part of it, caring for it like they live here and returning time and time again.

**BRAND
PRINCIPLES**

These guide our brand internally and externally. If we adhere to these, we will succeed in connecting with visitors and locals, choosing the right partners and pursuing the right initiatives.

Progressive Wholehearted Connected

Progressive, Wholehearted and Connected are our brand principles, which support our board’s core values of Service, Leadership Adaptability and Collaboration.

SERVICE

LEADERSHIP

ADAPTABILITY

COLLABORATION

BRAND PERSONALITY

The traits that describe who Visit San Luis Obispo is, as if our brand were a person. This informs our brand culturally, visually and verbally.

Laid-back

There's a calmness to SLO. It doesn't walk, it strolls. It doesn't talk, it chats. It's not lazy or apathetic, but is chill and engaged. It's carefree but it still cares a lot.

Natural

There is an agricultural focus, environmental awareness and love for outdoor activities and overall natural feel in SLO.

Fresh

From the air to the locally grown food, the thinking and way of life, there's freshness to SLO.

Curious

As a university town filled with lifelong learners, creators, craftspeople and collaborators, SLO is filled with curiosity about the world.

Charming

It's hard to describe it in any other way. SLO's historic buildings, quaint shops, rolling hills, winding trails and approachable people just make it CACB (charming as can be).

Comfortable

SLO has an easy way about it. It's comfortable in its own skin, knows who it is and accepts who others are. It feels safe and secure.

Progressive

Not only is SLO on the leading edge of social and societal issues, its thirst for positive change and innovation is unquenchable.

Bright

The hills surrounding the city, the sunsets, the art, the buildings, the people and the smiles are all bright in SLO.

Youthful energy

SLO doesn't hustle and bustle like a big city, but it moves. It gets out in the fresh air and sweats. It crafts and creates. Like any university town, there's a certain buzz of life and promise. SLO has that same spirit and sparkle in its eyes.

Welcoming

Whether you're a visitor or local, everyone is accepted and embraced in SLO. The entire city is a welcome mat that says, "Come on in and stay a while." Warm smiles, welcoming waves, neighborly nods. There's a race in SLO to see who will say "Hi!" first. There are no strangers, only friends you haven't met yet.

Connected

There is a deep connection between the people and the place, between the people and the environment, and between the people in SLO--the sense of collaboration, support and encouragement between the people and businesses makes SLO more than a place--it makes it a community.

Wholehearted

SLO is a giving city filled with generosity and respect. Don't let its easygoing, laid-back ways fool you, this sincere and caring city is always 100% devoted to everything it does and says.

BRAND PROMISE

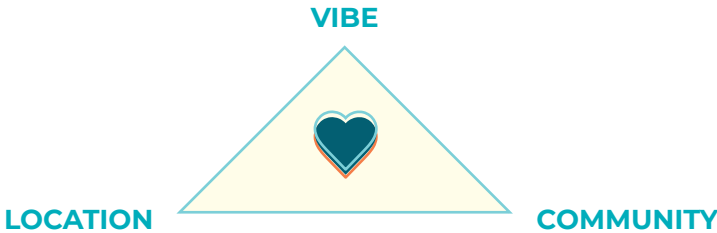
How we help people and make their lives better. Our value proposition.

A Chance To Live The SLO Life

The SLO Life is a deep breath that releases life's pressures. It's a change of pace. It's a fresh take. It's a warm embrace. It's a feeling of comfort and calm in a welcoming place filled with a special energy, connection, creativity and a wholehearted spirit. You can feel the SLO Life wrap its arms around you and pull you close. It's tangible. And you'll never want to let that feeling go, so you live the SLO Life to its fullest while you're here and take a piece of it with you when you head back home.

BRAND POSITION

How our brand exists in people’s minds and hearts and helps us stand out.



Homebase Away from Home

You don’t just visit SLO on vacation, you become part of our community and culture, an honorary local. The welcoming waves hello, neighborly nods and small-town California charm instantly make you feel comfortable and allow you to start living the SLO Life. As you immerse yourself in our city, you bond with it and start to feel a sense of belonging that blends with

the beauty of life’s stresses being released because you’re away--it truly feels like a home away from home. And with the beaches, iconic sites and stunning beauty of the world-class Central Coast nearby, it’s also an incredible homebase during your vacation. SLO is the ideal homebase away from home.

BRAND VISION

An aspirational and inspirational look at where the organization and destination will be in five to 10 years.

In 10 years, Visit San Luis Obispo will be known as a tourism organization that balanced business and sustainability, helping make San Luis Obispo a must-stay destination while passionately partnering to reach the city’s 2035 carbon neutrality goal.

04

BRAND MESSAGING

Communicating our brand and beliefs— who we are, how we do it and why we stand out— consistently is key to our success, so understanding our messaging will help us communicate the Visit San Luis Obispo brand in context internally and externally. Included are guidelines we should follow to help us with this consistency and clarity, but there's also room for creative flexibility.

- 22** Voice & Tone
- 24** Brand Line
- 26** Brand Mantra
- 28** Brand Boilerplate



BRAND VOICE

How we express ourselves

Casual. Welcoming. Bright.

Think of San Luis Obispo as your laid-back neighbor. They are cool in an easy, natural way. Put together, but not pretentious. They appreciate the finer things in life like a Edna Valley chardonnay, but they also love some BBQ and a beer. They invite people into their home with a casual wave, and they're always cool with you bringing more friends to the party. The party won't get wild, but you'll make some great memories and share a joke or two. They'll always wave at you

when they see you on the street and say "Hello" with a big smile.

We don't use overly flowery language or force over-the-top descriptions, but we are well-educated and use proper grammar. Sometimes, we'll use an emoji, but we don't use acronyms like LOL or IRL. We aren't formal or uptight. We're never exclusive or inaccessible. We're simply relaxed and living our best life—the SLO Life.

BRAND TONE

How we want people to feel

Connected. Comfortable. Excited.

When you're in San Luis Obispo, you're a local. And once you experience it, you'll want to come back again and again. It's a place where you can instantly relax, blend in and be yourself. It's comfortable—like showing up at a party with your life-long friends—because there are no strangers in SLO. Just people you

haven't met yet. It greets you with a warm smile, handshake and even a hug. It's ready to hand you a glass of wine when you walk in the door. It entices you in with an exciting story and the promise of new memories you'll carry with you for life.



BRAND LINE

Brand lines, also known as taglines, organizational lines or rallying cries, work to sum up the essence of the brand and its position clearly and succinctly. They should be long lasting, inspiring and lead people to ask more.

Live the SLO Life

“Live the SLO Life” is an invitation to the world, which communicates San Luis Obispo isn’t just a place, it’s a lifestyle. It speaks to the physical amenities, the premium location, the vibe, the feeling that you’re an honorary local when you’re here, and that you take a piece of it home with you when you leave. It’s SLO’s version of “Practice Aloha” and is all encompassing, expressing the benefits of the location and the spirit.

BRAND MANTRA

Our brand mantra helps us bring our brand platform to life in an emotional and meaningful way. It communicates our essence. It's our manifesto, our promise to ourselves, each other and everyone who interacts with the Visit San Luis Obispo brand.



Scan with your mobile device or visit this link to watch the brand video.

<https://tinyurl.com/SLOMantra>

We're **San Luis Obispo**

But you can call us SLO.

This is small-town California with charm for days.

But it's not just a place, it's a lifestyle.

Here, we live the SLO Life.

The SLO Life is hard to describe.

It's a vibe.

A spirit.

An unspoken way of life locals live by

And if you're here, you're a local.

And once you're here, you feel it wrapped around you.

It's comfort and calm in a welcoming place.

It's bright smiles and colorful people.

A city without strangers, only people you haven't met yet.

It's a change of pace.

We don't walk, we stroll.

We don't talk, we chat.

And the only time we hurry is to see who can say "hi" first.

The SLO Life is carefree

But it definitely cares.

It's a whole lot of wholehearted.

While it's laidback, it always moves

Gets outside and gets going

Works and plays

Sweats and creates

There's always a fresh take.

A breath of fresh air, in the air.

A buzz of progress and promise.

It's waking up every day to have the best day and live your best life.

And help everyone else live theirs.

Once you experience it, you know it

You know there's no life like the SLO Life

And once you stay here, it stays with you

For life.

That's the SLO Life.

BRAND BOILERPLATE - SHORT

Visit San Luis Obispo is the tourism bureau for the city of San Luis Obispo, a fresh and welcoming small-town California community nestled in the heart of the Central Coast. The city is both historic and progressive with a kind, connected and wholehearted spirit, featuring the best that the state has to offer (without the traffic and rush of neighboring cities). The charming shops, restaurants, bars, hotels, creative vibe, outdoor lifestyle and easy pace make the SLO Life a way of life for locals and visitors alike. It's a great homebase away from home.

BRAND BOILERPLATE - LONG

Visit San Luis Obispo is the tourism bureau for the city of San Luis Obispo, a small-town California community nestled in the heart of the Central Coast. The fresh and welcoming city is both historic and progressive with a kind, connected and wholehearted spirit, featuring the best that the state has to offer (without the traffic and rush of neighboring cities). The charming shops, restaurants, bars, hotels, creative vibe, outdoor lifestyle and easy pace make the SLO Life a way of life for locals and visitors alike. It's a great homebase away from home.

Visit San Luis Obispo's goal is to grow tourism in this amazing destination by not just putting heads in beds, but by putting hearts in beds—people who love and connect with our community. It's part of us balancing business and sustainability as we passionately partner with the city to help reach the goal of carbon neutrality by 2035.

After all, we want people around California and the world to pay us a visit, understand what a special destination San Luis Obispo is and live the SLO Life for years to come.



SLO Life Tip #2

**Shift into SLO gear
as you hike and bike
through the green
hills, known as the
Nine Sisters.**



05

BRAND COLOR PALETTE

San Luis Obispo is a colorful place from the rolling green hills to the golden chardonnay and rich pinot noirs to the iconic California sunshine. Our primary and secondary colors reflect the destination and our brand platform. They encompass the fresh, fun nature of our vibe and lifestyle. Although we recommend using the primary palette more often, we also want to encourage use of our playful secondary colors as well. Use a 60/40 ratio, when picking a color, like we've done in this brand book.



PRIMARY COLOR PALETTE

These colors would carry the most weight in any design—using them in prominent background, typography, logos and other artwork.

01 - SLO Night Sky

CMYK: 92-52-42-18
HEX: 075F72
RGB: 7-95-114
Pantone: 315 C

02 - SLO Afternoon Sky

CMYK: 96-0-31-0
HEX: 00ADBB
RGB: 0-173-187
Pantone: 7466 C

03 - SLO Morning Sky

CMYK: 75-0-17-0
HEX: 00BBD3
RGB: 0-187-211
Pantone: 3115 C

05 - SLO Sunset

CMYK: 2-28-86-0
HEX: FEBD3E
RGB: 254-189-62
Pantone: 136 C

06 - SLO Sunflower

CMYK: 2-9-86-0
HEX: FDDE3F
RGB: 253-222-63
Pantone: 114 C

04 - SLO Sunrise

CMYK: 0-63-78-0
HEX: F47D48
RGB: 244-125-72
Pantone: 164 C

07 - SLO Sauvignon Blanc

CMYK: 6-0-46-0
HEX: F3F1A2
RGB: 243-241-162
Pantone: 0131 C

08 - SLO Sand

CMYK: 0-0-20-0
HEX: FFFCD5
RGB: 255-252-213
Pantone: 7499 C

PRIMARY
COLOR PALETTE

				10 - SLO Water			
				CMYK: 62-0-34-0 HEX: 55C2B8 RGB: 85-219-184 Pantone: 333 C			
09 - SLO Under Water				11 - SLO Water Light			
CMYK: 86-2-41-0 HEX: 00AEA9 RGB: 0-174-169 Pantone: 326 C				CMYK: 42-0-24-0 HEX: 91D3CA RGB: 145-211-202 Pantone: 332 C			
12 - SLO Green				13 - SLO Green Sage			
CMYK: 70-0-72-0 HEX: 46B978 RGB: 70-185-120 Pantone: 7479 C				CMYK: 50-0-53-0 HEX: 71C598 RGB: 113-197-152 Pantone: 346 C			
14 - SLO Green Eco				14 - SLO Green Light			
CMYK: 35-0-57-0 HEX: ACD58F RGB: 172-213-143 Pantone: 358 C				CMYK: 20-0-56-0 HEX: D2E390 RGB: 210-227-144 Pantone: 372 C			

SECONDARY COLOR PALETTE

Our secondary colors reflect accents of our destination. They help balance out and complement the tones of the primary color palette. These colors should never take up more than 40% of the design.

18 - SLO Pinot Noir

CMYK: 27-100-50-12
HEX: A81D53
RGB: 168-29-83
Pantone: 220 C

19 - SLO Merlot

CMYK: 38-95-53-29
HEX: 802446
RGB: 128-36-70
Pantone: 216 C

20 - SLO Syrah

CMYK: 48-94-47-37
HEX: 692145
RGB: 105-33-69
Pantone: 229 C

21 - SLO Rosé

CMYK: 3-53-47-0
HEX: EE8F7C
RGB: 238-143-124
Pantone: 486 C

22 - SLO Sparkling Rosé

CMYK: 5-27-25-0
HEX: EDC0B2
RGB: 237-192-178
Pantone: 489 C

16 - SLO Grey

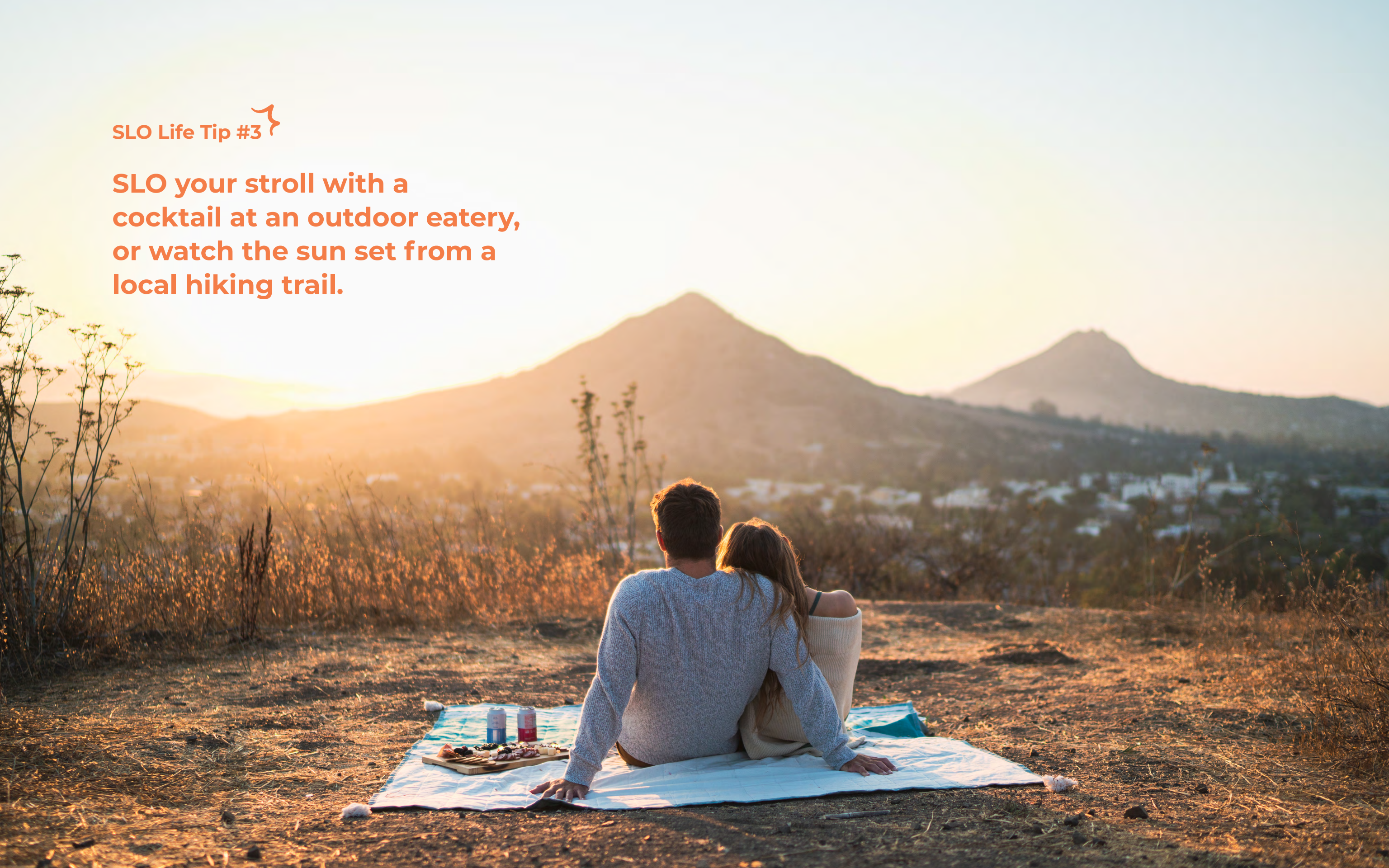
CMYK: 43-35-35-0
HEX: 9A9A9B
RGB: 154-154-155
Pantone: COOL GRAY 7 C

17 - SLO Black

CMYK: 66-57-51-29
HEX: 54565B
RGB: 84-86-91
Pantone: COOL GRAY 11 C

SLO Life Tip #3 

SLO your stroll with a cocktail at an outdoor eatery, or watch the sun set from a local hiking trail.



BRAND TYPOGRAPHY

Our primary brand font is Montserrat. You can use the different weights to create hierarchy from its vast 18-weight collection. If you use Bold for a headline, try to use a font weight that is a 1 to 2 points lighter for body copy. For CTAs and buttons, use heavier weights.

All fonts can be used in a solid and outline format. Sometimes, you may even want to layer them for graphic effect.

Montserrat is a Google Font and can be downloaded from the Google Font library.

PRIMARY TYPEFACE

Aa Bb Cc

Montserrat ————— 18 weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*

ALTERNATIVE TYPEFACES

Proxima Nova can be used in instances where Montserrat is not an option or as body copy. It should never be used as a headline font unless absolutely necessary.

Proxima Nova can be downloaded from Adobe Fonts.

Shrikhand gives us a creative option to play with that feels cool, casual and a little retro. This is only available for use by a professional designer and should be limited to executions such as murals, artistic swag, etc. The font should really only be used for the tagline, Live the SLO Life.

Shrikhand is available for download in the Google Fonts library.

Live the SLO Life
Live the SLO Life

Proxima Nova _____ 16 weights

Live the SLO Life
Live the SLO Life

Shrikhand _____ 1 weight

SLO Life Tip #4 

The fun doesn't stop in
Downtown SLO. We're your
homebase away from home
as you explore the entire
Central Coast.



07

LOGO GUIDELINES

Our logo takes a circular shape, but does not have to live within a circle. The script font is exclusively used in the logo and represents the friendliness of the destination. There is a small sun logo mark within the logo, which we can use as a design element as outlined later in this book. These colors are our primary logo, but as a lifestyle brand, we have the flexibility to show the logo in a variety of color combinations.

- 50 Logo Variations
- 60 Logo Mark & Uses
- 62 Logo Clear Space
- 64 Logo Size Limitations
- 66 Logo Dos & Don'ts
- 68 Logo Uses
With Partners logo



LOGO VARIATIONS

We have three logo variations—each with distinctive use cases based on placement and what we want to communicate. As a lifestyle brand, these logos can be used in a multitude of colors, as you’ll see in the coming pages. Please reference the detailed directions for each logo variation to understand when to use these logos.



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We have three logo variations—each with distinctive use cases based on placement and what we want to communicate. As a lifestyle brand, these logos can be used in a multitude of colors, as you’ll see in the coming pages. Please reference the detailed directions for each logo variation to understand when to use these logos.

- 54 Primary Logo
- 56 Secondary Logo
- 58 Tertiary Logo
- 60 Logo Mark



Primary Logo

In order to reinforce our brand, our primary logo features our brand line, Live the SLO Life. This should be used in most ads, swag, etc.



Secondary Logo

Our secondary logo uses the line “A community of SLO CAL” to allude to our positioning within SLO County and on the Central Coast. This will be used on owned properties, when there is enough real-estate to tell the “Live the SLO Life” story separately. This includes VisitSLO.com, social media channels, emails, etc.



Tertiary Logo

Our tertiary logo uses a simple “California” underneath. This variation is particularly helpful for markets that are less familiar with San Luis Obispo, including east coast and/or international markets.



Organizational Logo

For internal and board-related documentation such as agendas, you can use the logo without any secondary line attached and can be used in any relevant brand color combination.

Logos without the curved line



Primary Logo



Secondary Logo



Tertiary Logo

All logo variations can be downloaded using the links on the following pages.

PRIMARY
LOGO

In order to reinforce our brand, our primary logo features our brand line, Live the SLO Life. This should be used in most ads, swag, etc. You can choose from our full slate of brand colors depending on the placement. The focus should always be on legibility and ensuring the contrast makes it easy to read.

Use the buttons below to download the logos in your preferred format.

EPS

SVG

PNG



SECONDARY LOGO

Our secondary logo uses the line “A community of SLO CAL” to allude to our positioning within SLO County and on the Central Coast. This will be used on owned properties, when there is enough real-estate to tell the “Live the SLO Life” story separately. This includes VisitSLO.com, social media channels, emails, etc.

Use the buttons below to download the logos in your preferred format.

EPS

SVG

PNG



**TERTIARY
LOGO**

Our tertiary logo uses a simple “California” underneath. This variation is particularly helpful for markets that are less familiar with San Luis Obispo, including east coast international markets. There’s a Visit SLO and SLO CAL logo lockup that can be used for co-ops, which is addresses later in this book.

Use the buttons below to download the logos in your preferred format.

EPS

SVG

PNG



LOGO
MARK USES

This is our logo mark. It can be used as a branded graphic element or be added on the top right corner of any headline or our tagline. When using it with headlines, only use the sunray without the dot. As a branded graphic element, you should use the sunray with the dot. This combo can be used as a website favicon, a stamp, presentation slides and on swag, when a logo can't be used. Feel free to be playful with this element and play with it in various brand color combinations depending on where it's being used and what you are trying to convey.

For example, you may want to use a green color combination for a sustainability-related asset or shades of blue when talking about nearby beaches.



LOGO
CLEAR SPACE

While we may be laid-back and carefree, it's important to maintain the integrity and consistency of the brand. So, there are a few parameters that you'll need to follow when using our logo.

Let's start with the clear space around the logo. Every variation of the logo needs to provide at least the width of one "o" in clear space around all sides.

"Visit" is always the same width as the "San" and should align with the "S."



Always leave at least one "o" width around all sides of the logo.

There are always two "o" widths for "Live the SLO Life" on both sides.



Always leave one "o" width on both sides of "A community of SLO CAL"



Always leave one "o" width and one "o" length on both sides of "California"

LOGO

SIZE GUIDANCE

In the same way we don't want to crowd our logo, we also don't want to make it too small. The logo should be clearly visible and legible across all channels and media. There will, of course, be occasional exceptions where space is limited, such as with select merchandise and small digital banners.



Digital:
Minimum width **72 px**.



Print:
Minimum width **31 mm**.

Note: The smallest acceptable instance of the logo is 0.5 inches when used in the footer of page (like in this brand book) and it should be used without the tagline or secondary line in instances this small.

LOGO
DOS & DON'TS

In San Luis Obispo, you're free to be you. But you're not free to manipulate or alter the logo. Below are some example of ways that the logo should not be used.



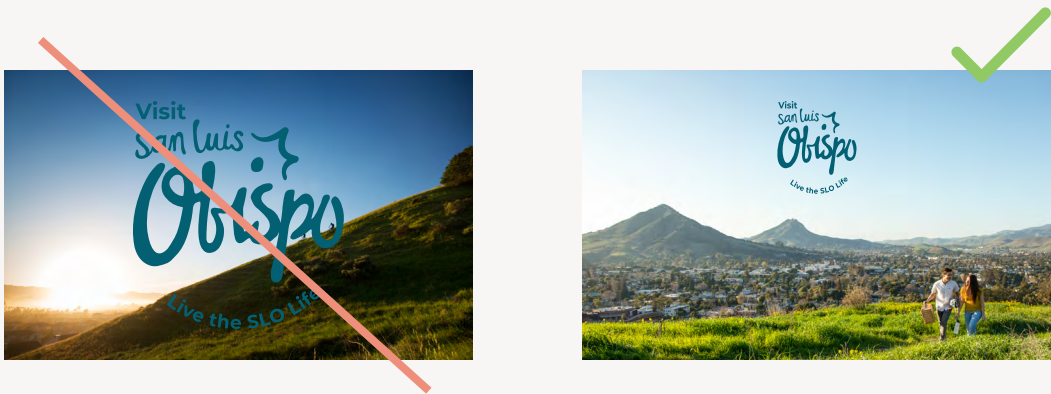
DO NOT SKEW THE LOGO.



DO NOT CHANGE THE LOGO FONTS. DON'T RECREATE THE WORDMARK OR LOGOMARK.



DO NOT USE COLORS OUTSIDE OF OUR BRAND COLOR PALETTE.



DO NOT USE THE LOGO OVER COMPLEX PHOTOGRAPHY. ONLY USE ON OPEN SPACE LIKE THE SKY.

HOW TO USE
THE LOGO WITH
A PARTNER’S

Whenever we are co-sponsoring an event or have the opportunity to display our logo with other brands, please use the following rules for pairing them.



Match the height of the partner’s logo as much as possible to make them feel balanced.



Use a logo variation with complementary colors to the partner logo. The colors can match or contrast each other for added vibrancy. For balance and legibility, you can use a logo variation without the tagline or secondary line.



If a partner’s logo is horizontal, match the height of the lowercase letters in the partner logo to the height of our lowercase “o.”

SLO Life Tip #5 

Dive right in. Make a splash at the pool. Dance to live music in Mission Plaza. Do you. Do it respectfully.



08

PHOTOGRAPHY GUIDELINES

If a picture is worth a thousand words, our photos are perhaps the most powerful tool in our arsenal. Whether we are taking lifestyle photos or landscapes, they must match with our brand personality. They also need to reflect sustainable practices and a diverse set of people from race to age to gender, while still being true to the demographics of our destination. The photos throughout this book are strong examples of our photography style.



Connection & Emotion

We want people to build an emotional connection with the destination. We want to capture real moments and movement that brings the SLO Life to life. They should feel welcoming, approachable and bright. Don't be afraid to get up close and personal with the subject as they experience what SLO has to offer.



Visitors & Views

When possible, it's great to show people front and center while still showing off SLO's green hills and blue skies. The subject should be in focus, but allow the beauty of the backdrop to show off elements like the Nine Sisters, coastal cliffs and tidepools, and charming downtown architecture.



Wide Shots & Landscapes

San Luis Obispo has a stunning landscape and year-round sunshine. When we capture landscapes, it's helpful to capture iconic vistas that are instantly recognizable and distinctive. It's preferable to always use photos of landscapes within the city limits. We can not show photos of Bishop Peak. We can however use landscapes of beaches that are "unclaimed" by surrounding destinations, such as Montana de Oro.

SLO Life Tip #6 

Bring your furry friends with you.
They're welcome, too.



BRAND PATTERNS

We have two brand patterns formed by our logo mark and inspired by the SLO Life vibe. We can utilize all of our color sets for these patterns.

Feel free to use this pattern as needed—whether on dog bandanas, a mural or a marketing asset. Have fun with it!

78 Primary Brand Patterns

80 Secondary Brand Patterns



PRIMARY BRAND PATTERNS

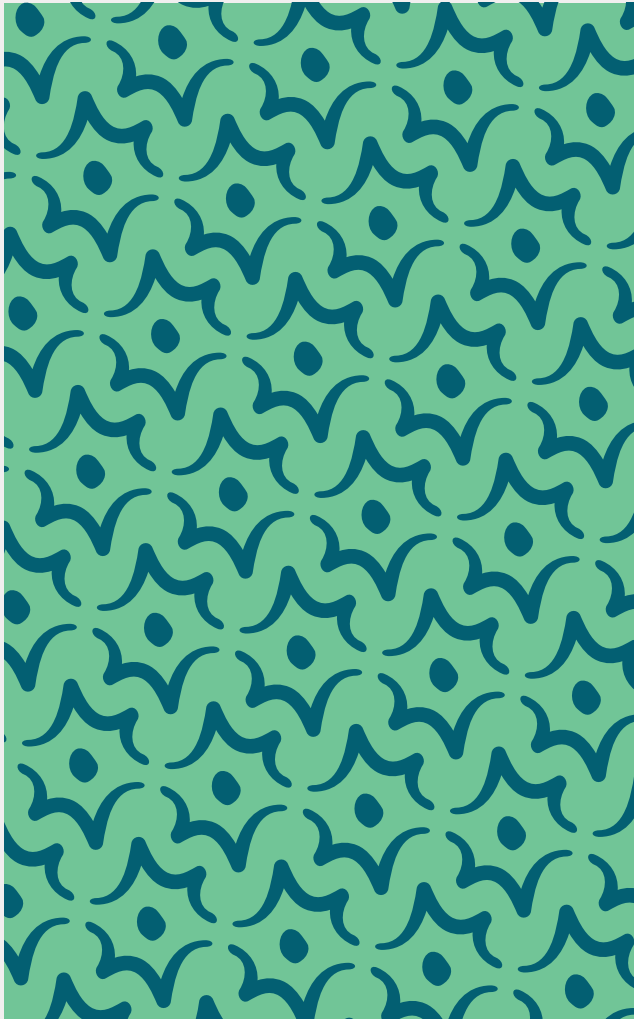
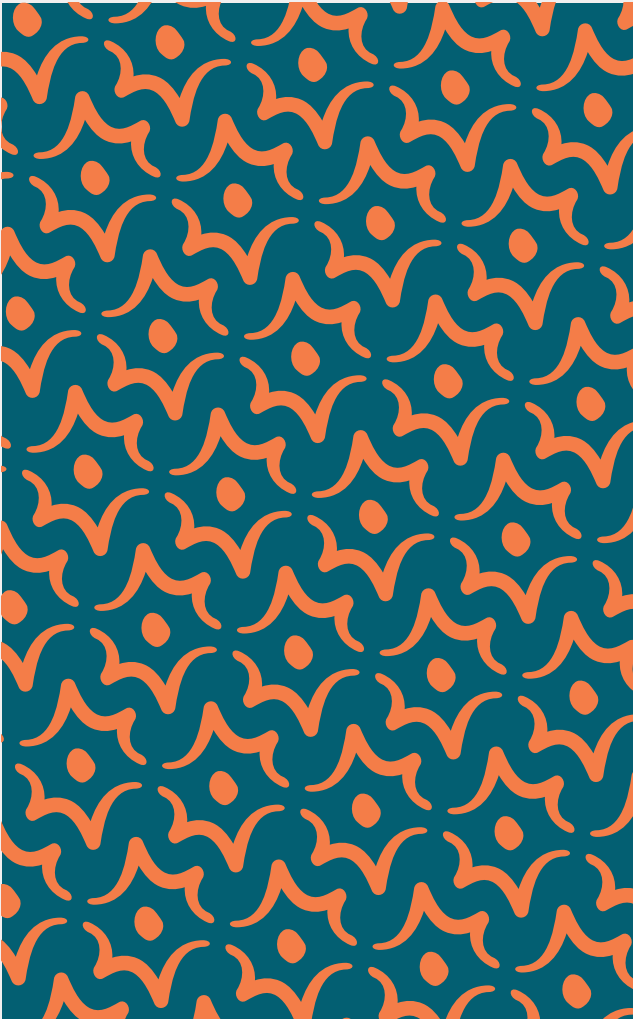
Our primary brand pattern includes the center of the SLO sun. Here you see examples of it in various color combinations. You can download all variations and file formats below.

Use the buttons below to download the logos in your preferred format.

EPS

SVG

PNG

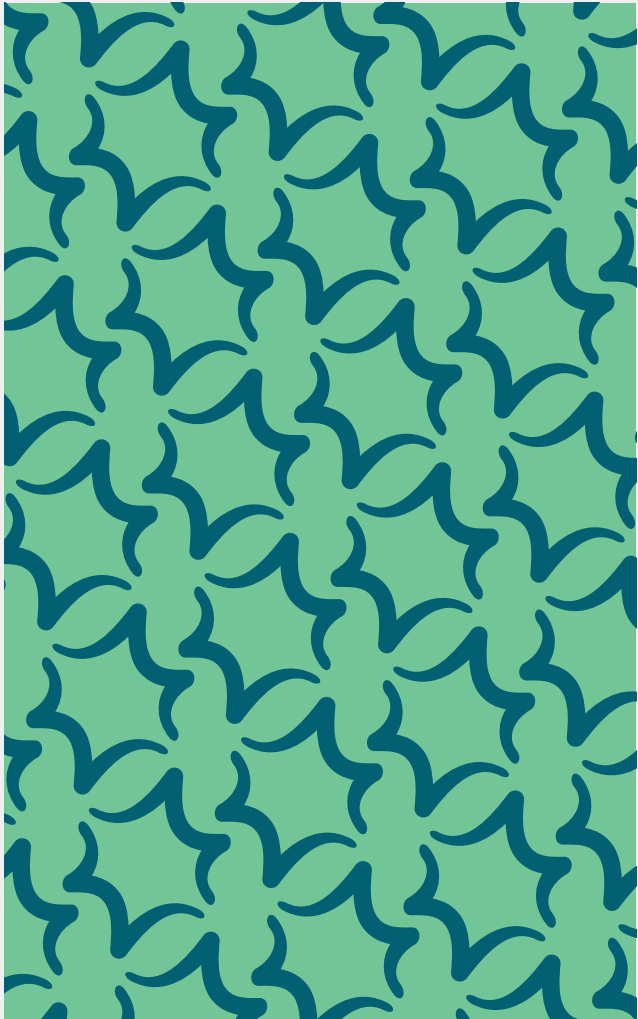
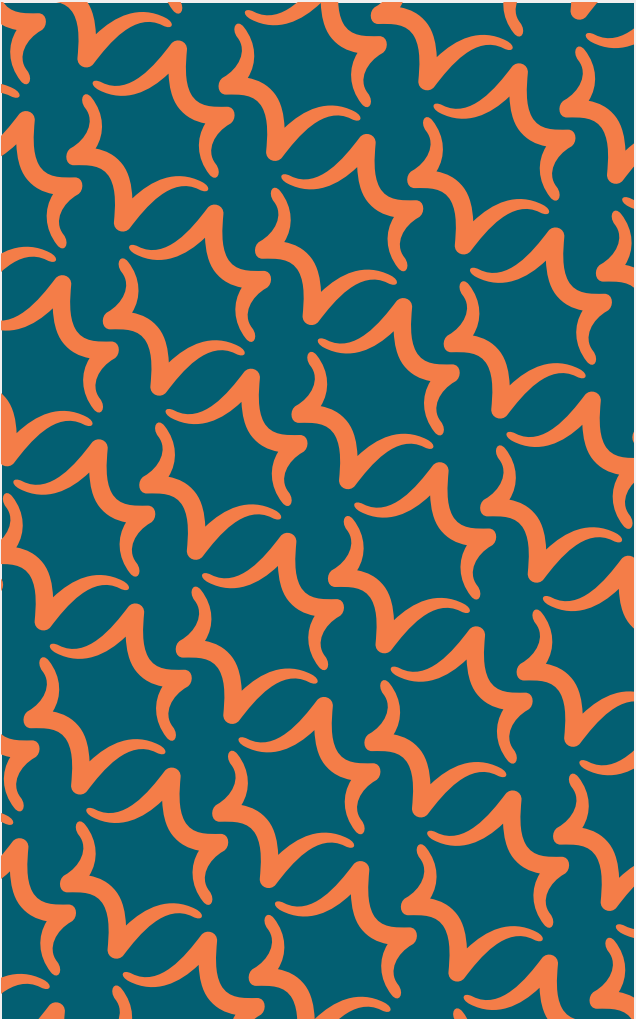


SECONDARY BRAND PATTERNS

Our secondary brand pattern is a more simplified visual, focusing on just the sun rays in SLO. They could also be perceived as mountains or ocean waves. You can download these variations below.

Use the buttons below to download the logos in your preferred format.

- EPS
- SVG
- PNG



SLO Life Tip #7 

Weekends don't get all the fun.
We call Sunday through Thursday
the MidWeekend.



SAMPLE MARKETING MATERIALS

Thanks to our extensive color palette and playful brand platform, campaigns and ads can take on many forms. The following pages contain small samples, but should not be too limiting in your exploration of creative approaches.

SAMPLE AD LAYOUTS



Live the SLO Life

You've never been wined and dined quite like this. Come visit San Luis Obsipo.

VisitSLO.com





Live the SLO Life

Every day in San Luis Obsipo could be your best day ever. What are you waiting for? Plan your trip.

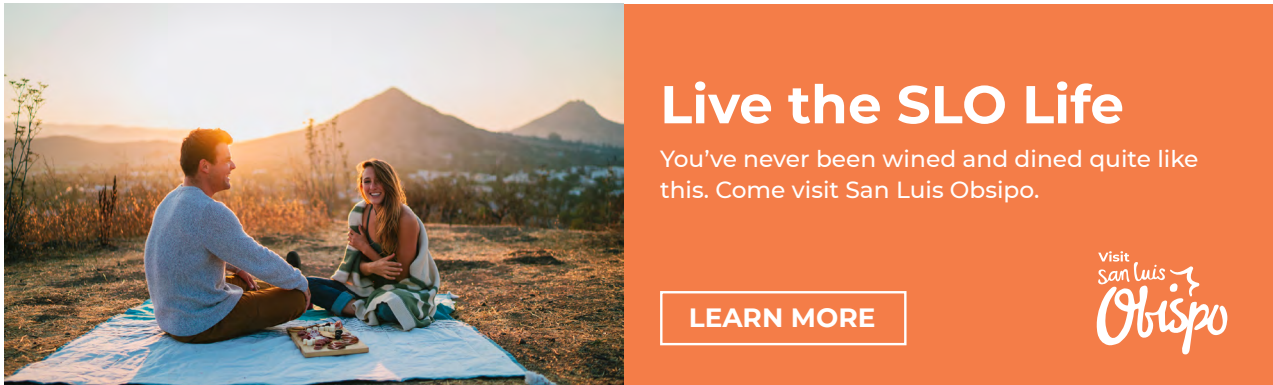
VisitSLO.com



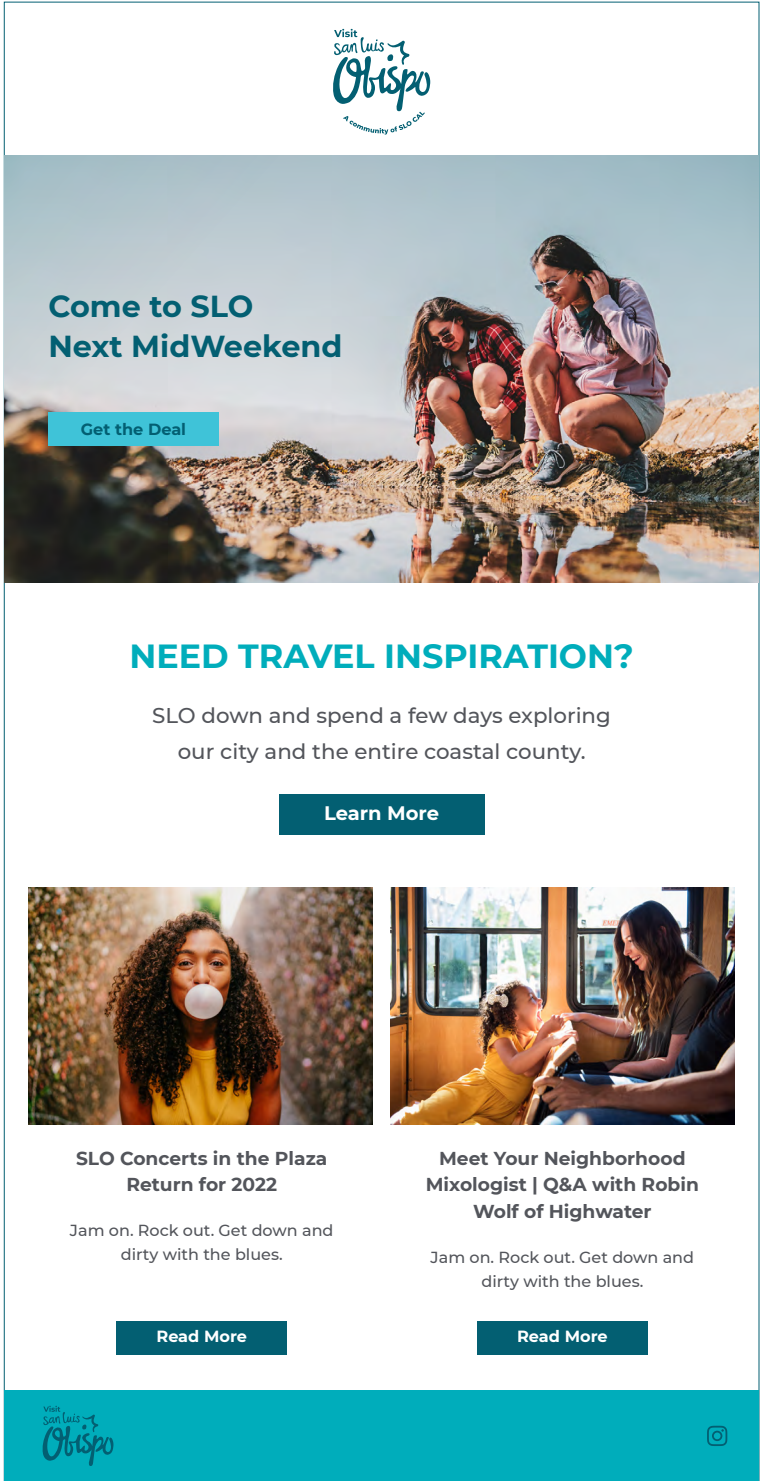
SAMPLE EMAIL,
DISPLAY ADS AND
POSTER



Sample Poster



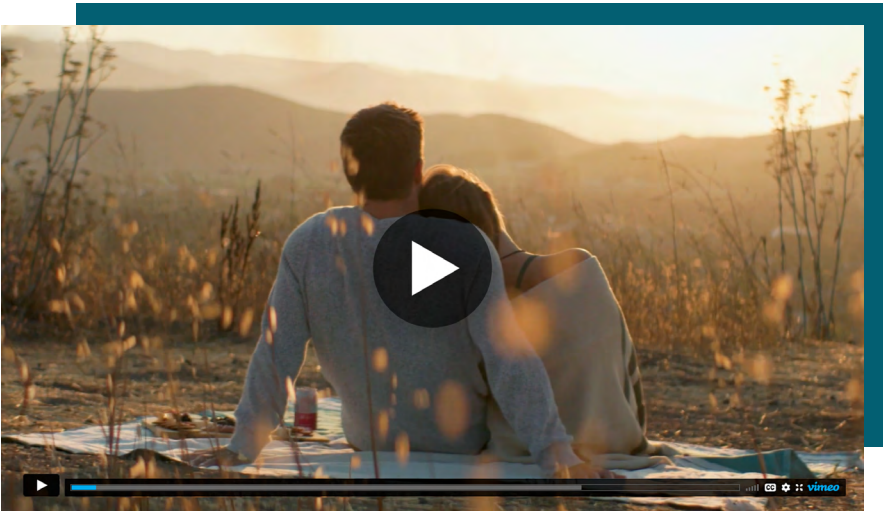
Sample Display Ads



Sample Email

SAMPLE VIDEOS

These samples are from our first campaign with the new brand, Say Hello to the SLO Life, that were used primarily for social media and connected TV placements. The end cards and graphics are done in the style of that campaign. Graphics and animations should feel clean, comfortable and approachable no matter what form they take. They shouldn't feel to flashy, distracting or chaotic.



Horizontal Video Ads



Scan with camera on mobile device or visit the link to see the video.
<https://tinyurl.com/SLOVideos>



Vertical Social Story Videos



Scan with camera on mobile device or visit the link to see the video.
<https://tinyurl.com/SLOStoryAds>

SAMPLE
SWAG



COASTERS

SAMPLE
SWAG

T SHIRTS



SAMPLE
SWAG

“LIVE THE SLO LIFE”
LOCAL DRINK



SAMPLE
SWAG

HATS



SAMPLE
HOTEL CO-BRANDING

DOOR
HANGER



SLO Life Tip #8 

Always say “hi” first because, here, there are no strangers, just friends you haven’t met (yet).



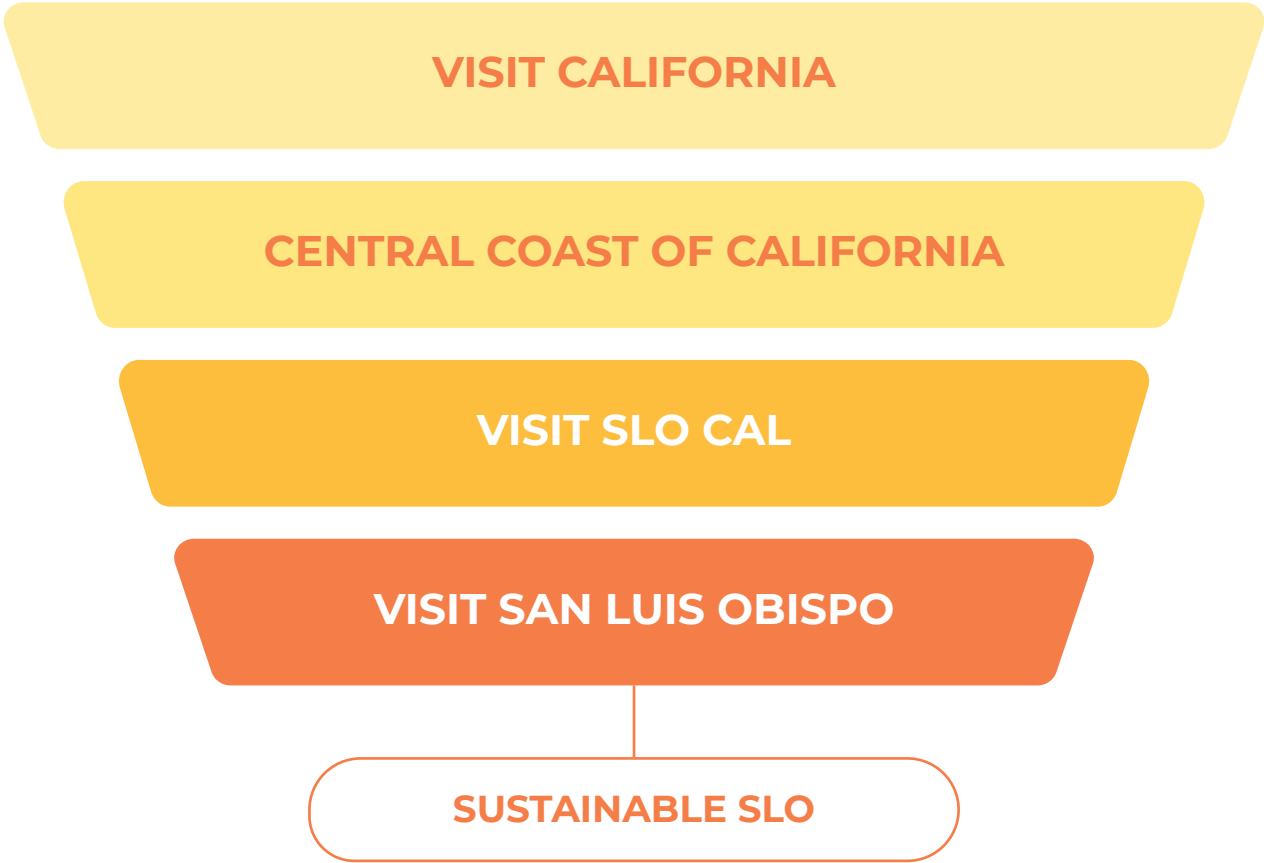
VISIT SAN LUIS OBISPO BRAND ECOSYSTEM

This is a description of the functional brand's hierarchy as it relates to partners (state, county, local), as well as its sub brands (Sustainable SLO, etc.), and what the guidelines are around this relationship.



BRAND HIERARCHY

Visit San Luis Obispo is part of an entire destination brand ecosystem. We are a sub brand, so to speak, to Visit California, Central Coast of California and SLO CAL. While the first two show up more in the context of partnerships, we do highlight in certain instances very specifically that we are a “Community of SLO CAL.”



OUR RELATIONSHIP TO SLO CAL

SLO CAL represents the entire San Luis Obispo county. As a community within SLO CAL, there may be co-op instances (ads, events, etc.) where the two organizations are partnered. In those instances, we show our partnership like this—based on SLO CAL’s brand standards. In instances where we want to use the “A Community of SLO CAL” line, but there is no co-op, we can use our logo variation—per the guidelines outlined on **page 48**.



OUR RELATIONSHIP
TO SLO CAL

Use the buttons below to download
the logos in your preferred format.

EPS

SVG

PNG



HOW OUR SUB-BRANDS WORK

While we are somewhat of a sub brand in those instances, Visit San Luis Obispo is also a master brand. An example of one of our sub brands and how they should be treated as more are created is Sustainable SLO. We have clearly derived the Sustainable SLO logo from our San Luis Obispo logo, as well as tagged it with a descriptor to clearly illustrate the relationship between the brands.



THE SUSTAINABLE SLO BRAND

Sustainable SLO is our sub-brand to promote respectful and sustainable travel to the city, all in support of the city's goal to be carbon neutral by 2035.

- 114** Sustainable SLO Logo
- 118** Sustainable SLO Colors
- 120** Sustainable SLO Illustration Guidance



SUSTAINABLE SLO LOGO

The Sustainable SLO logo is directly derived from our primary Visit San Luis Obispo logo. Any future sub-brands should follow this same direction and derive itself from the master logo. It's also important to note that we've added a secondary line "A Visit San Luis Obispo Program" to re-iterate its association with the TBID, and not the city initiative.

The placement of 'Sustainable' reflects the curve of the sun and earth, connecting it to sustainability and nature.

Utilized the Visit San Luis Obispo script font.



A Visit San Luis
Obispo Program

THE SUSTAINABLE SLO LOGO USES

The Sustainable SLO logo always appears in shades of green and occasionally includes the SLO Night Sky color or white. It can be used in a vertical or horizontal orientation and should always appear with the secondary line, “A Visit San Luis Obispo Program,” to re-iterate its association with the TBID, and not the city initiative.

Use the buttons below to download the logos in your preferred format.

EPS

SVG

PNG



SUSTAINABLE SLO COLORS

There are six colors that represent the Sustainable SLO sub-brand. When you produce assets focused in sustainability, please pull from these options.

01 - SLO Night Sky				08 - SLO Sand			
CMYK: 92-52-42-18 HEX: 075F72 RGB: 7-95-114 Pantone: 315 C				CMYK: 0-0-20-0 HEX: FFFCD5 RGB: 255-252-213 Pantone: 7499 C			
12 - SLO Green				13 - SLO Green Sage			
CMYK: 70-0-72-0 HEX: 46B978 RGB: 70-185-120 Pantone: 7479 C				CMYK: 50-0-53-0 HEX: 71C598 RGB: 113-197-152 Pantone: 346 C			
14 - SLO Green Eco				14 - SLO Green Light			
CMYK: 35-0-57-0 HEX: ACD58F RGB: 172-213-143 Pantone: 358 C				CMYK: 20-0-56-0 HEX: D2E390 RGB: 210-227-144 Pantone: 372 C			

SUSTAINABLE SLO ILLUSTRATION GUIDANCE

To support Sustainable SLO, we use brand photography, but we also use illustrations to represent the sub-brand. It allows us to be aspirational and creative without needing to go shoot photos of people cleaning up trash or planting trees.

There are two illustration styles to use in Sustainable SLO materials as well as for inspiration for custom illustrations. All of these illustrations represent sustainability and the destination, and have been adapted to use a selection of SLO brand colors. All illustrations should lean heavily on colors from our brand palettes.



Use the buttons below to download the illustration in your preferred format.

Download



SAMPLE SUSTAINABLE SLO LAYOUTS

These layouts are just a sample direction for ads, and show how the primary SLO logo and Sustainable SLO logo exist in harmony.

Sustainable SLO layouts should fall in line with the overarching brands well as the brand materials in market at the given time.



Every key helps plant a tree.

When you stay at a San Luis Obispo hotel, a portion of your room charge goes to planting trees around town. You're helping us keep tourism sustainable and helping SLO become carbon neutral by 2035.

SUSTAINABLE
slo
A Visit San Luis Obispo Program

Visit
San Luis
Obispo
Live the SLO Life



That's SLO way

When you stay at a San Luis Obispo hotel, a portion of your room charge goes to planting trees around town. You're helping us keep tourism sustainable and helping SLO become carbon neutral by 2035.

SUSTAINABLE
slo
A Visit San Luis Obispo Program

Visit
San Luis
Obispo
Live the SLO Life

SLO Life Tip #9 

When you're here, you're a local.
Enjoy the vibe and our way of life respectfully and sustainably.



CONSTITUENT AND LOCAL BUSINESS CONSIDERATIONS

As the TBID, Visit San Luis Obispo interacts with a vast array of partners and constituents from hotels to restaurants to other city organizations such as Downtown SLO. The following samples and guidelines can help guide the hotels, restaurants and other local businesses who want to share our brand and sub-brands with their audience.

Unlike the partner logo rules on page 69, these guidelines are specific to SLO-based businesses that want to feature our brand on their own assets and channels. Any local business or constituent interested in learning more or creating a unique partnership should talk with the City of SLO Tourism Manager.



SIDE-BY-SIDE LOCAL TOURISM PARTNER LOGOS

We want to encourage local businesses and constituents to share and be advocates for the Visit San Luis Obispo brand. If and when they want to show their logo next to ours, it's important that they match these guidelines. They should always use our logo variation with “A Community of SLO CAL” underneath. In this instance, we have purposely provided guidance that allows the local businesses’ brand to be larger and weighted more heavily visually.

Use the buttons below to download the logos in your preferred format.

EPS

SVG

PNG




For vertically-oriented or square partner logos: Please keep at least the width of two “o’s” between the logos. And the Visit San Luis Obispo logo can be 2 “o” smaller than the constituent or local business logo.



For landscape-oriented logos: Please keep at least the width of two “o’s” between the logos. The constituent or local business logo should match the height of our uppercase “O.” If needed, you can use a Visit San Luis Obispo logo without the secondary line.

SAMPLE EXECUTION ON
A PARTNER WEBSITE OR
EMAIL FOOTER



CONTACT

726 Higuera Street San Luis Obispo, CA 93401

T: 805.543.3986

E: info@novorestaurant.com

HOURS

Monday-Sat 11am - 9pm

Sundays 10am - 9pm

Closed Thanksgiving and Christmas Day.

****Special Hours June 10-12th, 2022**

CONNECT WITH US



Visit
San Luis
Obispo

A community of SLO CAL

In instances where the Visit San Luis Obispo logo is being used on a constituent-owned property the logos do not need to be of equal size or weight. Below is an example of how our logo might look in the footer of a local businesses's website.

SAMPLE
SOCIAL POST

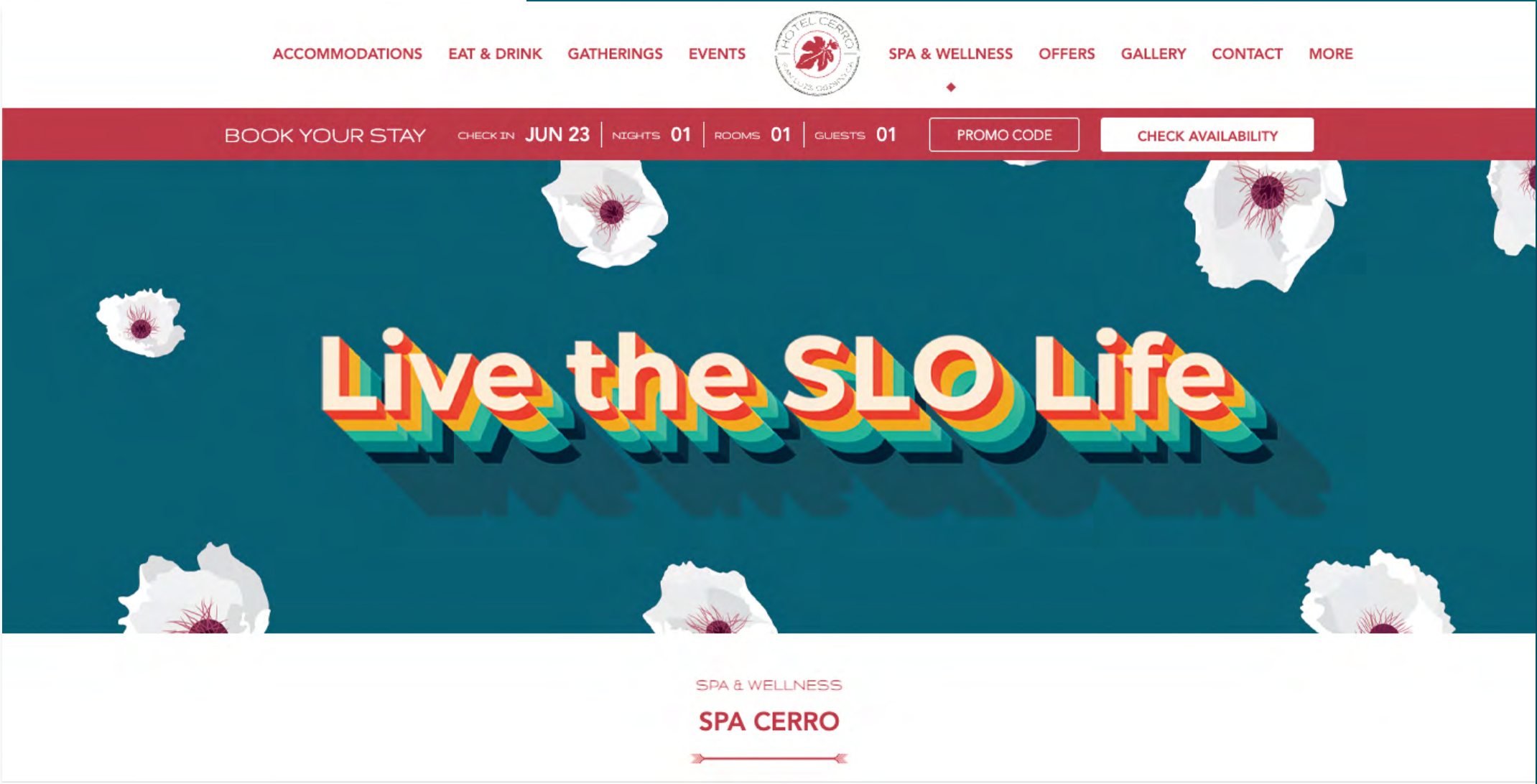
Constituents and local businesses are always welcome to share Visit San Luis Obispo content, and we encourage them to use our promotional graphics across their channels. With most campaign and promotion launches, it makes sense to send a small toolkit of assets to our contacts for their own use.



**Note: These are used for demonstration purposes only.*

SAMPLE WEBSITE PROMOTION

These promotional assets can also be featured on constituent and local business websites if they are interested.



**Note: These are used for demonstration purposes only.*

**SAMPLE
WINDOW STICKER**

There's potential for co-branded window stickers for in-market touchpoints with the Visit San Luis Obispo brand. You could even add a QR code or URL to direct people to more information.



SLO LIFE TIPS

Our SLO Life Tips help everyone experience San Luis Obispo like a local. They are little taste of what visitors should embrace when they come visit. We encourage all of our local partners to use these tips to help travelers engage with the brand and destination.

- **Do what it takes to have the best day.**

And do it every day.

- **SLO your stroll**

with a cocktail at an outdoor eatery, or watch the sun set from a local hiking trail.

- **Embrace sticky situations**

by leaving your mark in Bubblegum Alley.

- **Shift into SLO gear**

with a drive along some of California's most iconic beaches.

- **Shop like a local**

from themed shops to thrift stores to plant shops.

- **Always say “hi” first**

because, here, there are no strangers, just friends you haven't met (yet).

- **Wine is a food group—**

especially with spectacular vineyards across San Luis Obispo and the surrounding area.

- **When you're here, you're a local.**

Enjoy the vibe and our way of life respectfully and sustainably.

- **Weekends don't get all the fun.**

Here, we enjoy the MidWeekend, including our famous Thursday Night Downtown SLO Farmers' Market.

SAMPLE
SUSTAINABLE SLO USE

Hotels, businesses and restaurants are ideal partners to promote the Sustainable SLO brand and programs such as “Keys for Trees.” Here are a few examples of opportunities for our programs and city-wide goals to be featured at locations around the city.



LAUNDRY
BAG



DOOR
HANGER

SLO Life Tip #10 

Find balance with health and wellness activities alongside world-class food and wine.



Visit
San Luis Obispo
Live the SLO Life

Created with

noble
studios