

VOLUME ONE

Basic **Graphic Standards** & Branding Guide



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v.1

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introduction

The success of branding Visit Carlsbad, the Official Destination Marketing Organization, name with its logo will be reached by proper, consistent, and uniform use of the identity by every employee and vendor involved in the development of company materials. Conscientiously abiding by the principals outlined in the following pages will ensure the consistency needed for maximum effectiveness of the corporate image.

These brand specifications are intended to be basic and, while not attempting to elaborate extensively on technical detail, they do offer sufficient information to prevent the incorrect use of the corporate identity of Visit Carlsbad.



The most critical visual identification device for Visit Carlsbad is the organization's logo. This unique graphic expression of individuality is to the company what a hand written signature is to a person. Visit Carlsbad has implemented an identity that portrays stability, perfection and has a corporate look that is important in the market place. The Visit Carlsbad logo can be thought of as a "leave behind" in the memory bank of the consumer. This is because the logo is the first visual impression that is made. The organization's graphic identity is meant to make great impact. Therefore, the logo must be consistent in appearance and in color.

color variations & applications



CMYK & RGB Version



4-Color Version



Black and White Version

* Black and white version should be used only for rare applications such as black & white newspaper ads.

The Visit Carlsbad logo for primary use, will include the following colors: Orange, light orange, yellow and blue. Do not alter the logo, substitute or rearrange the Visit Carlsbad colors. The logo is available in several variations. The CMYK/RGB color version can be used in electronic and 4-color process applications. In spot color applications either the 3-color or 1-color variation will be appropriate. For the most challenging printed applications - e.g. minimum size on newsprint and faxing, the solid 1-color version is the best choice.



background variations & applications



full-Color, CMYK & RGB Version



Reverse Version (over orange)



Reverse Version (over blue)

A reversed version of the logo when the logo is applied to a darker background. When all colors are successfully applied together, the organization's graphic identity has much more impact. Background colors should always compliment the logo, but never compete. Maintaining the high contrast of the logo from the background is essential. Colors such as blue and/or orange are more effective, avoid colors such as reds, greens & pinks whenever possible.

clear space & minimum size

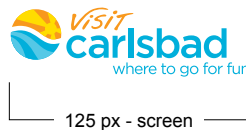
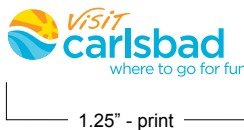
Measure "x" to the width of the letter "d" in Carlsbad:



Clear Space around the Logo:

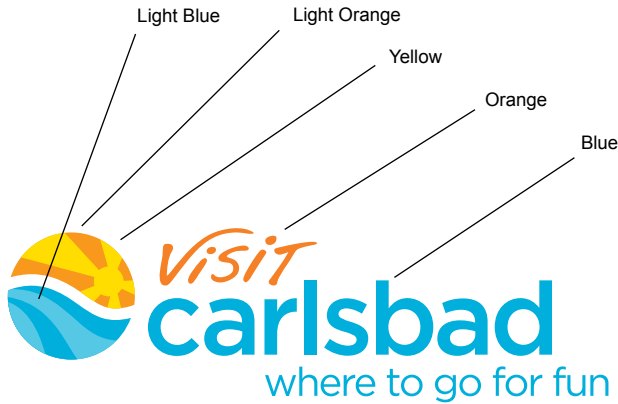


In order to command attention, the Visit Carlsbad logo must always have a certain amount of clear space around it. It should not be crowded or overwhelmed by other elements competing for the space. If placed within a cluttered environment, the logo's message risks becoming obscured and insignificant. As a general rule, make the amount of clear space even larger when possible. The required minimum clear space can be measured in relation to the width of the symbol "x". The clear space around the Visit Carlsbad logo requires at least 1x of space surrounding the entire logo top and bottom; left and right.



Application will determine not only the color version but also the minimum size. These are minimum recommended sizes for all the logos in both print and electronic media. Make sure both images and type reproduce clearly and are legible in all applications by reviewing proofs or a test beforehand. Make sure a printer is able to hold registration on full color logo.

corporate colors



Orange

Pantone: PMS 158
Process: 0c 61m 97y 0k
Web: 245r 130g 32b



Blue

Pantone: PMS 312
Process: 96c 0m 11y 0k
Web: 0r 175g 219b



Light Blue

Pantone: PMS 312 (60%)
Process: 58c 0m 7y 0k
Web: 85r 200g 230b



Yellow

Pantone: PMS 109
Process: 0c 10m 100y 0k
Web: 255r 204g 51b



Light Orange

Pantone: PMS 144
Process: 0c 48m 100y 0k
Web: 245r 145g 32b

The same ink colors will be used on a coated and uncoated stock. Variables in both the press, printing and paper will affect the quality of reproduction. Generally, coated stock seems to be brighter and more vibrant compared to the uncoated stock.

Color provides a powerful means of visual recognition. The Visit Carlsbad logo has chosen 4 specific colors for the enhanced, primary version, printed with 4 Pantone (PMS) colors. They were designed to provide creative flexibility, while establishing a consistent and recognizable Visit Carlsbad logo identity. When consistently applied, the Visit Carlsbad logo corporate colors will reinforce and extend the organization's message and brand.



improper logo usage

Do not rearrange the logo, its colors, or replace the colors:



Do not alter the design of the logo or substitute a typeface for the wordmark:



The logo cannot be tilted or rotated:



The logo may not be distorted:



Do not allow the words to stand alone without the symbol properly attached:



Do not outline or leave out a filled area:



As this manual has emphasized, it is critical that the visual identification of the logo be consistent in appearance, and in color.

The logo is not to be rearranged in any manner, including its arrangement of colors. Additionally, the official Visit Carlsbad colors cannot be replaced with other colors or variations of the corporate colors. The Visit Carlsbad colors are to be matched as closely as possible, within the limits of the medium being used to recreate it.

Any alteration of the logo threatens the Visit Carlsbad identity that has been established. It is impossible to brand the logo if it continues to change in appearance. No other typeface is to be used to replace the words "Visit Carlsbad - where to go for fun" in this logo.

improper background logo usage

Do not place the white background version on a dark background that does not compliment the logo:



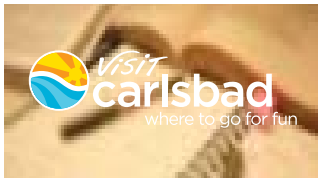
Do use a background color that does not compliment the logo:



Do not intersect the logo with a color panel:



Do not reverse the logo to white on a complicated background:



Do not print the logo over an image or photo :



Do not add a drop shadow to increase contrast:



As this Graphic Standards & Branding Guide has emphasized, it is critical that the background color on which the logo will appear is consistent to the presentation of the Visit Carlsbad identity. Any background color other than white or off white threatens the readability of the logo.

In cases where a background color is to be used, the background needs to be as contrasting as possible to the logo in order to make the logo stand out. Any color too close in value or hue also threatens the readability of the logo.

When at all possible, use background colors that compliment the logo such as: orange and blue. Other neutral colors such as black may work as well.

summary

Undisciplined application of the Visit Carlsbad logo will soon dissipate its integrity and endanger the effectiveness of the identity program. For this reason, it is paramount to follow the Visit Carlsbad Graphic Standards Manual. Education is key to proper usage and understanding of the Visit Carlsbad logo and related elements in order to avoid typical misuses. Visit Carlsbad is pushing forward to become recognized and known for the services provided to the consumer by branding its visual image and name. If any questions or requirements have been left unanswered by this manual, please contact Visit Carlsbad for further information.

Thank you for helping Visit Carlsbad in their quest for a successfully branded image.

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terms defined

For the purposes of this manual, the specific Visit Carlsbad identity components mentioned throughout will be defined as follows:

Background Colors: White primarily. orange and blue are acceptable dark backgrounds, to be used with the reversed-color logo.

Clear Space: The area or space free of any elements that frames the entire logo, maximizing the visual impact that it is intended to provide. Also, the clear space provides a comfortable existence for the logo.

Colors: Orange, blue, yellow and light orange.

Logo: The combination of the symbol and the wordmark as they appear together.

Pantone® Colors: Brand name of the Pantone Matching System (PMS) that identifies and communicates color. This system helps professionals at every stage of the production process communicate clearly what color they want to appear on printed products.

Process (CMYK) Printing: A method of reproducing full-color imagery including photographs. The image is separated into the four basic colors: cyan, magenta, yellow and black, with different percentages of these colors printed on top of one another to produce the desired color or image.

Spot Color Printing: A printing method where one ink color is applied to its specific portions of a sheet at one time. Multiple colors are laid down to its area at different stages of the press run. Commonly done with Pantone colors.

Symbol: The specially designed shape or object that adds a visual accent to the company name and is the consistent mark in association to the company name.

Typefaces: Specific fonts that have been chosen to compliment the Visit Carlsbad logo. Not to be used in place of any word or element in the logo.

Wordmark: The hand-rendered, nonspecific letterforms that read "Visit Carlsbad - where to go for fun". This will never appear on its own without the symbol.

