

*Sonoma Valley*  
VISITORS BUREAU

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SONOMAVALLEY.COM

COMMUNICATING THE  
SONOMA VALLEY BRAND

EXPERIENCE  
*Sonoma Valley*  
CALIFORNIA





# SONOMA VALLEY BRAND STYLE GUIDE

The Sonoma Valley Visitors Bureau has the unique responsibility to hold our destination brand to the highest standards. We strive to represent our community, membership, and partnerships on a domestic and international level and we are committed to brand consistency and integrity. We encourage you to use this guide as a tool to help you implement the Sonoma Valley Visitors Bureau and Experience Sonoma Valley brand message in a uniform way.

This guide articulates the Sonoma Valley Visitors Bureau's values and introduces the visual assets of the destination. Following the brand standards that are shown in this guide will ensure the destination is working together toward the common goal of less confusion and more brand awareness.

Our mission at the Sonoma Valley Visitors Bureau is to serve our visitors, members and our community by promoting Sonoma Valley as a premier travel destination with the purpose of enhancing its economic vitality. In doing so, a consistent brand message is necessary. These guidelines will help us all achieve our goals.

We appreciate your interest in the Sonoma Valley Visitors Bureau brand and thank you for your continued support.

**Jonny Westom**  
*Executive Director*

CONSUMER

EXPERIENCE  
*Sonoma Valley*  
CALIFORNIA

INDUSTRY  
& MEMBER

*Sonoma Valley*  
VISITORS BUREAU

## SAMPLE PHOTOGRAPHY





# TYPEFACES

## LULO CLEAN ONE

USE FOR TITLES.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,?!@#\$\$%^&\*()-=+

## LULO CLEAN ONE BOLD

USE FOR HEADINGS.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,?!@#\$\$%^&\*()-=+

### Bitter

Use for body copy.  
abcdefghijklmnopqrstuvwxy  
1234567890.,?!@#\$\$%^&\*()-=+

### Sample:

WELCOME TO SONOMA VALLEY

### A WORLD CLASS DESTINATION THAT FEELS WORLDS AWAY

Located in California's "happiest" county - Sonoma Valley's scenic 17-mile span offers endless discovery for new and repeat visitors. The birthplace of the California wine industry, it continues to delight discerning palates and rack up awards for its dazzling vintages - produced by wineries of all shapes and sizes. Here serene vistas of rolling vineyards and lush farmlands stretch as far as you can see, and postage stamp towns glow with as much character as the local wines.

## ABOUT THE LOGO

The Sonoma Valley logos are an indigenous representation of the destination. Focusing on key terms, such as charming, vintage and fun, the logo promotes a simplistic welcoming that resonates with the Sonoma Valley lifestyle. Sophisticated in nature, the logo showcases a down-to-earth personality while maintaining solid brand elements. The logo follows the destination brand promise:

IT'S EASY TO ENJOY OUR RELAXED WINE COUNTRY LIFESTYLE IN A CHARMING VINTAGE ESCAPE. EXPERIENCE THE TRUE TASTE OF CALIFORNIA; WELCOMING AND NATURALLY FRIENDLY. THE ART OF ENJOYING LIFE.



## LOGO STAGING

In editorial, promotional and advertising applications, the Sonoma Valley Visitor Bureau logo's have the most impact when given adequate space for staging.

As a general guideline, maintaining the control area around the logo will sufficiently buffer it from its environment. This area is equal to one-half (1/2x) the top and sides of the logo.

The logotype is never used within text. When the name Sonoma Valley Visitors Bureau or Experience Sonoma Valley or any of its variations, is used in printed text, it is in the same type as the rest of the text.

## APPROVED LOGO COLORS



Sample:



## BRAND COLORS

The Sonoma Valley color palette emphasizes true colors of the local landscape.

PMS 377	PMS 1585	PMS 7421	PMS 440	PMS 7533	PMS 7499
R - 130 G - 155 B - 0	R - 215 G - 80 B - 20	R - 80 G - 0 B - 30	R - 40 G - 30 B - 35	R - 85 G - 65 B - 50	R - 245 G - 235 B - 200
C - 55 M - 23 Y - 100 K - 4	C - 11 M - 82 Y - 100 K - 2	C - 44 M - 92 Y - 64 K - 63	C - 68 M - 71 Y - 61 K - 72	C - 51 M - 62 Y - 73 K - 48	C - 4 M - 5 Y - 24 K - 0
75%	75%	75%	75%	75%	75%
50%	50%	50%	50%	50%	50%
25%	25%	25%	25%	25%	25%

## BRAND USE

For consistency and equity, below is a list of “usage conditions” for the Sonoma Valley Visitors Bureau logos:

- Do not use another phrase in place of the positioning statement/tagline
- Do not change the typeface of any part of the logo
- Do not change the size relationship of the elements within the logo
- Do not rearrange the logo configuration
- Do not surround part of the logo with panels or shapes. They harm the integrity of the logo.
- Do not reverse only part of the logos against a dark background
- Do not print the logo over a background that is busy, distracting or offers poor contrast to the logo
- Do not add non-brand colors to the logo in any manner

Samples of unacceptable usage:



MEMBERS MAY USE THE LOGO ON MARKETING MATERIALS, BOTH PRINT AND DIGITAL WITH PERMISSION BY THE SONOMA VALLEY VISITORS BUREAU