



BRAND STYLE GUIDE



WELCOME

to the brand and style-guide for Visit Tri-Valley. This guide gives direction on how to properly represent the Visit Tri-Valley brand, including the appropriate usage of the logos, typography, and color palette. Adhering to the guidelines will help to visually represent the Visit Tri-Valley brand in a consistent manner across all company collateral across various channels.

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VISIT TRI-VALLEY COMPANY LOGO - PRIMARY LOGO VARIATIONS



Full Color

One Color

Negative

Primary
Logo



California
Logo



Tag-line
Logo



VISIT TRI-VALLEY COMPANY LOGO - HORIZONTAL LOGO VARIATIONS



Full Color

One Color

Negative

Horizontal
Right Icon



Horizontal
Left Icon



Horizontal
Left Icon
with California



Symbol





Wine **VISITTRIVALLEY.COM** 

Green **VISITTRIVALLEY.COM** 

Grey **VISITTRIVALLEY.COM** 

Blue **VISITTRIVALLEY.COM** 

Gold **VISITTRIVALLEY.COM** 



Visibility should always be considered when using any version of the Visit Tri-Valley logo. It may not be used where it can not clearly be identified. Do not use on backgrounds that inhibit the readability of the logo. Do not change the colors of the logo. Do not rear-range the logo. Use the negative version of the logo when an image is in the background and or if the background is in color.



Example of Logo
Rearrangement



Example of Poor
Logo Visibility



Example of Proper
Logo Visibility



COMPANY LOGO USAGE - CLEAR SPACE



Clear space is the area surrounding the Visit Tri-Valley primary logo, tag-line logo, and horizontal logo that should be kept free of text and other graphics. The space is defined by the height of the uppercase “V” in the logo. This space should be free of text and other graphics, above, below and left and right of the logo.



Primary
Logo



Tag-line
Logo



Horizontal
Logo

COMPANY LOGO USAGE - SOCIAL MEDIA PROFILE PICTURE



The Visit Tri-Valley company logo or company symbol should be used for all social media profile pictures. The logo should be clear, and made as big as possible without being cropped out of the profile photo, whether it's square or circular. The tag-line and California logos should be avoided.



Examples of Proper Logo Usage

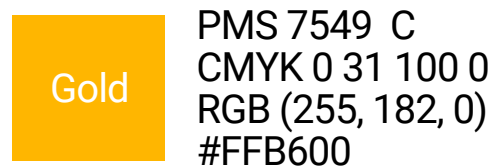
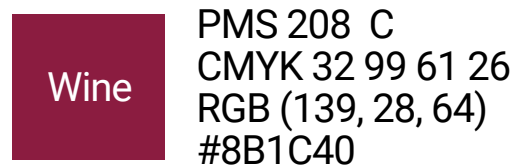
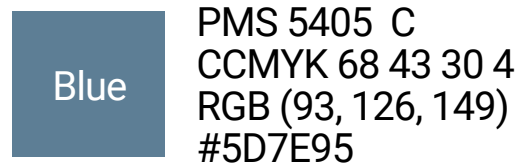
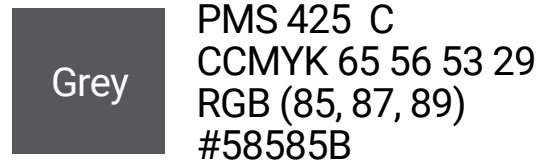


Example of Poor Logo Usage

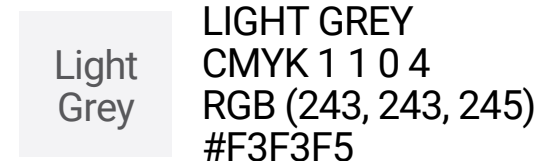
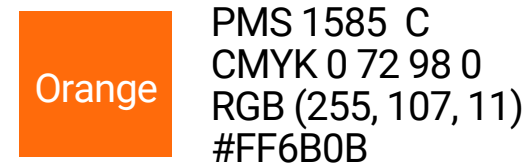
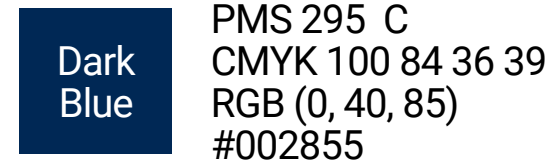




Primary Color Palette



Secondary Color Palette





Fonts Used for Print

Helvetica Neue – Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890":!@#%\$&*?

Helvetica Neue – Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890":!@#%\$&*?

Gill Sans – Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890":!@#%\$&*?

Gill Sans – Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890":!@#%\$&*?

Fonts Used for VTV Website

Roboto

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890":!@#%\$&*?

Accent/Header Font for Print & Web

NEXA RUST SANS BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890":!@#%\$&*?



To ensure optimal readability on all devices and maintain a sense of uniformity throughout the Visit Tri-Valley website, font sizing and colors should remain consistent.

Use this table for reference.

	px	Colors
Main Copy	16	Black (#000000)
H1	45	Wine (#8B1C40)
H2	37	Wine (#8B1C40) Grey (#58585B)
H3	27	Wine (#8B1C40) Grey (#58585B)
H4	24	Wine (#8B1C40) Grey (#58585B)



Special care should be taken when referring to Tri-Valley region:

- The Tri-Valley should always be referred to as "the"Tri-Valley", with a lowercase "t" in "the".
- "Tri" and "Valley" should always be separated with a hyphen.

The following terms can be used to define the geographic location of the Tri-Valley region:

- The Tri-Valley is located in Northern California, 35 miles east of San Francisco and 27 miles north of San Jose.
- The Tri-Valley is comprised of the following cities: Livermore, Pleasanton, Dublin, and the town of Danville. These municipalities should be listed in that order.
- The Tri-Valley spans over two counties: Contra Costa County and Alameda County.



The following branded hashtags can be used on social media & marketing materials.

- **#VisitTriValley** (primary hashtag)
- **#YesTriValley** (used for UGC rights requests)
- **#TapTriValley** (Tri-Valley Beer Trail)
- **#WakeUpTriValley** (Tri-Valley Caffeine Trail)
- **#TriValleyScoop** (Tri-Valley Ice Cream Trail)
- **#TasteTriValley** (Restaurant Week/Food-Related Content)