# Monterey County Convention & Visitors Bureau 2013 Brand Logo one-sheet

## Horizontal logo and tagline

MONTEREY
Grab life by the moments.™

1C

MONTEREY
Grab life by the moments.™

Reverse

## Logo Primary Colors

PMS 299

PMS 444

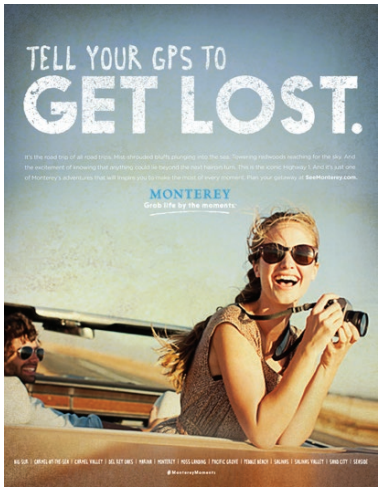
## Accent Colors

PMS 688

PMS 1495

PMS 583

## Print Sample




## Logo Fonts

Logo Type –
**Celestia Antiqua Semibold**

Logo Tagline –
**Soto**

## Headline Fonts

Descriptor copy –
Buttweasel Regular

Focus copy –
Soto

## Body Copy Fonts

Gotham Rounded Book

**Gotham Rounded Bold**