



Branding Guide

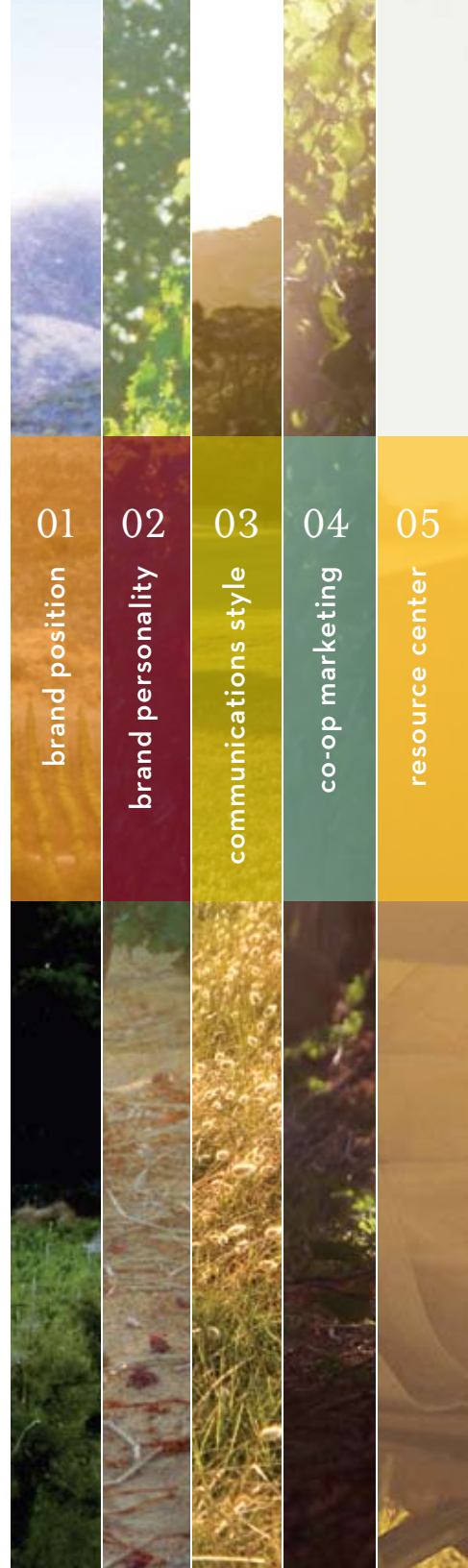
TEMECULA VALLEY CONVENTION AND VISITORS BUREAU





How We Brand Our Destination

TEMECULA VALLEY CONVENTION AND VISITORS BUREAU



- 01 brand position
- 02 brand personality
- 03 communications style
- 04 co-op marketing
- 05 resource center



This is a very exciting time. The Temecula Valley of yesterday is evolving and maturing into not only a rich tourism destination, but also a center for commerce and a community that an increasing number of people are calling home.

In 2007-2008, the CVB embarked on a branding initiative to capitalize on the region’s momentum. We set out to specifically identify what makes our community so unique and determine the best presentation of this uniqueness. If what our destination has to offer is truly one-of-a-kind (and we believe it is!), there is no better time to make others aware of it, and tell our story with power and clarity.

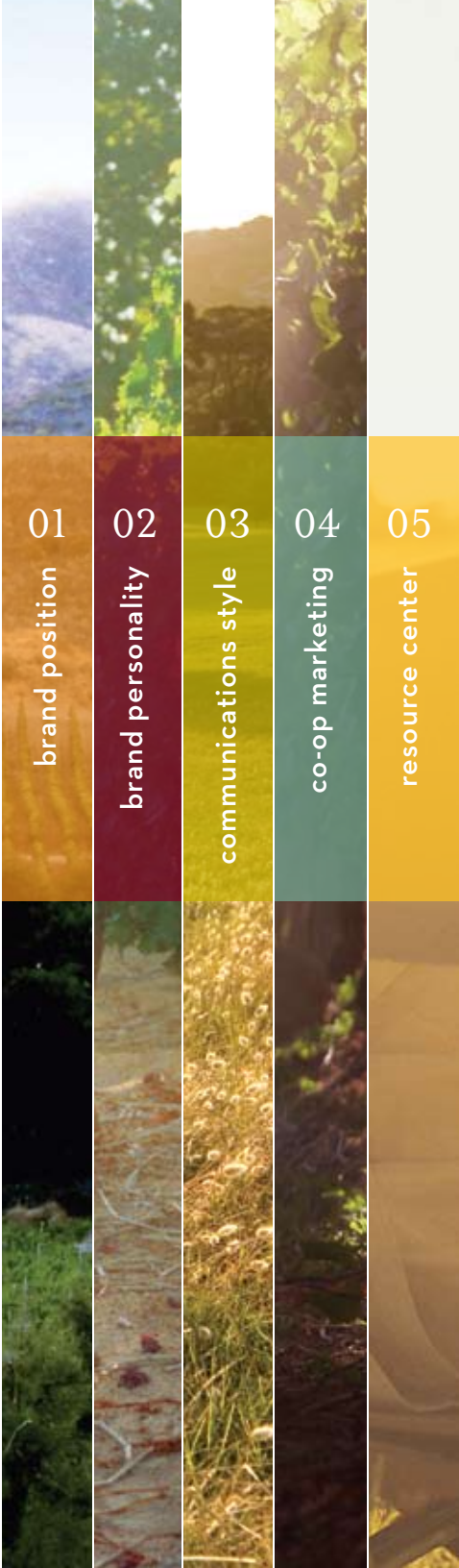
This standards guide encapsulates our branding efforts to date, provides guidance on appropriate application of our new brand, and describes how you can best support Temecula Valley as a desirable destination.

We look forward to your feedback and your partnership in celebrating Temecula Valley, Southern California Wine Country.

Kimberly Adams
President & CEO
TVCVB

Table of Contents

01	4	Our Brand Position	04	52	Co-op Marketing
	7	Creating a brand position		55	Power of words
	8	Brand position statement		56	Guidelines
	10	Why our position works		57	Sample applications
	11	Our tagline			
02	12	Our Brand Personality	05	60	Resource Center
	14	Our region’s persona		62	Frequently asked questions
	18	Key words		63	Your CVB contact
	20	Tone and manner			
03	24	Communications Style			
	26	Our logo			
	32	Color			
	34	Typography			
	38	Photo style			
	42	Graphic elements			
	46	Sample applications			



01

brand position

02

brand personality

03

communications style

04

co-op marketing

05

resource center

01

our brand position

04

01

brand position

02

brand personality

03

communications style

04

co-op marketing

05

resource center



Our brand is comprised of everything that contributes to the experience of Temecula Valley. From the look and feel of our advertising to the level of customer service a visitor receives at one of our wineries, restaurants or hotels, the interactions that influence the experience are diverse and numerous. All interactions can and should work together. And when they do, a visitor’s experience will be consistent and memorable, creating a perception of Temecula Valley. Think of that perception as our brand position.

“Come experience Temecula! Enjoy the charm of our wineries, shopping, dining and Old Town, but be careful. After your visit...you’ll probably want to live here!”

Temecula Mayor Mike Naggar

Creating a brand position

Shaping the perception, or position, of our brand is up to all of us. The first step is identifying what perception we wish to create for the region. Step two is to determine how each customer touchpoint should help contribute to the desired perception – a central reason that this guide was created.

Our brand position must be delivered with authenticity. Merely claiming a position doesn’t make it real in the mind of the audience. It must be grounded in truth, believable and desirable. To differentiate from other brands, our position must be unique. Finally, our position must be flexible enough to be demonstrated in many different ways.

We feel Temecula Valley’s documented brand position has met this criteria. And we’re happy to share with you the thinking behind it.

01 brand position

02 brand personality

03 communications style

04 co-op marketing

05 resource center



OUR BRAND POSITION:

Temecula Valley will build a reputation for being the wine country of Southern California. It is most uniquely noted for its **casual** and **picturesque** wine region that **inspires** a wide **variety** of events, attractions and amenities – creating a **robust** destination. A place where people make **connections**, **refresh** and have **fun**. While each visit promises a **rich, new experience**, it’s always enhanced by the **sunny, relaxed** spirit synonymous with Southern California.

Our brand position statement

Our brand position has been captured as a statement that vividly describes what we are promising our audience. While the public will never see this statement (consider it a private handshake among all of us, the builders of the Temecula Valley brand), it will be felt and experienced by our visitors.

The words comprising our brand position statement have been carefully selected – they represent attributes common to Temecula Valley, Southern California and wine countries. For more on these words, see Section 2, page 18, Key Words.

Our brand position answers two key positioning questions:

QUESTION 1
What is the single most unique attribute that will also drive tourism for the region?

answer:
Wine country.

QUESTION 2
How do we deliver this attribute better than anyone else?

answer:
By immersing wine country in a total Southern California experience.

“A visit to Temecula and its pristine wine county feels like you’ve traveled worlds away from the everyday, yet it’s conveniently accessible; and the gold medal wines you’ll enjoy – simply stellar!”

*Jim Carter, Owner/Vintner
South Coast Winery Resort & Spa*

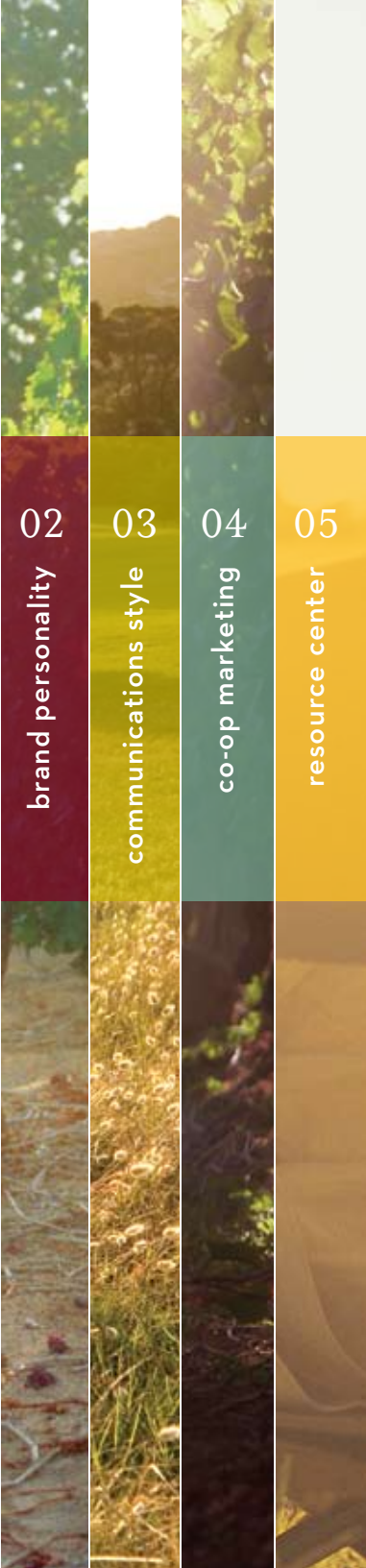
01
brand position

02
brand personality

03
communications style

04
co-op marketing

05
resource center





Why our brand position works

- It's true, it's believable and desirable.
- Emphasizes our most unique attraction, while also creating a sense of place and evoking an atmosphere where all will feel welcomed.
- Capitalizes on the growing popularity of wine while reinforcing the perception of a robust experience exceeding the limits of a day trip.
- Aligns with the five-year national marketing campaign by the California Wine Institute and the California Travel & Tourism Commission, promoting the state's wine and cuisine offerings.
- Provides an umbrella positioning that supports all Temecula Valley's diverse offerings. Wine country is an attractive "hook" that will help drive traffic for both wine-related and non-wine-related local attractions.
- Distinct from the positioning of our competitors, offering the entertainment and lifestyle attributes of Southern California not easily offered by other "wine countries".
- Appeals to a broad audience because it's about the attributes of wine country more than the consumption of wine.

SOUTHERN CALIFORNIA
WINE COUNTRY

Our Tagline

- Our tagline was created as a simple way to publicly express our brand position.
- The descriptive nature of the tagline is well-suited for a destination that is striving to further build awareness.
- It offers a quick read that successfully:
- provides our general location
 - allows a peek into what we have to offer
 - anchors us to a desirable sounding destination
 - distinguishes us from other well known wine regions by claiming the Southern California positioning
 - implies many of our positive attributes, such as sunny weather, relaxed atmosphere, etc., which are inherent to Southern California

"Southern California Wine Country is synonymous with Temecula which showcases quality wines, gathering precious awards, including the *Golden Bear* award for the finest wine in the State of California."

Supervisor Jeff Stone

For more information on using the brand position and co-marketing with the CVB and other businesses, see Section 4 page 52.

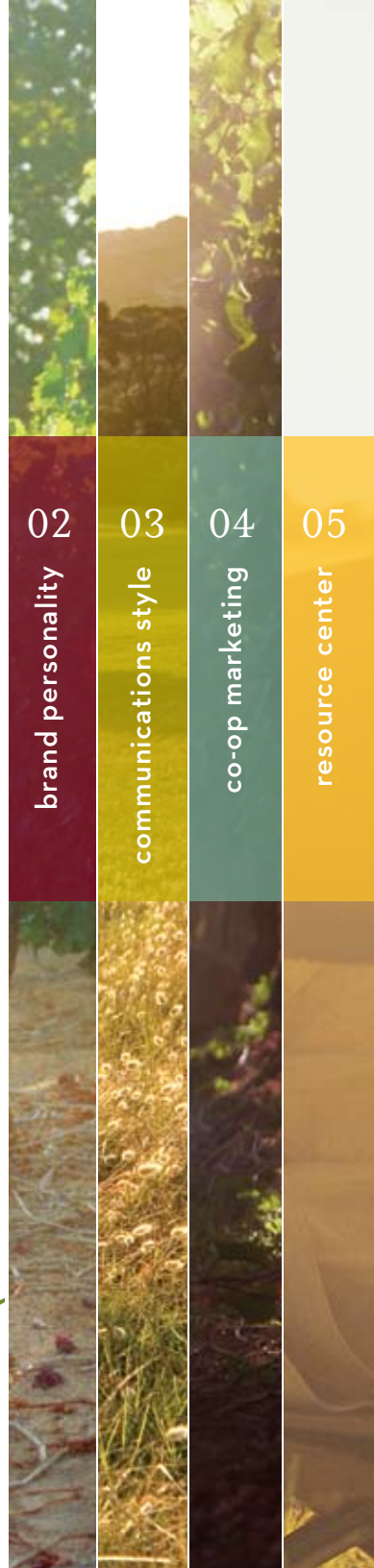
01 brand position

02 brand personality

03 communications style

04 co-op marketing

05 resource center



02

our brand personality

12

02

brand personality

03

communications style

04

co-op marketing

05

resource center





Capturing Temecula Valley’s personality in our marketing communications allows the audience another means of recognizing our brand. The persona of our region is one that should be captured in the words, imagery and graphic treatments we use in all our marketing for Temecula Valley. This chapter focuses on the written components, including key words (what we say), tone and manner (how we say it), and writing tips to maximize impact.

“Temecula Valley is a relaxed and friendly place and the community has a positive energy that is contagious.”

Steve Penhall, GM at Pechanga Resort & Casino

Our Destination’s Persona

For those of us who live and work in Temecula Valley, we know what makes our home special and what makes our destination unique. But if you put yourself in the mind of a visitor or potential visitor, those things are often unknown or harder to imagine. And when we’re not all in agreement as to how our collection of individual assets translates into a unified community, messages can get even less clear.

“Southern California Wine Country” is an ideal position to embody our persona, a real gift that other regions could never claim.

The Southern California lifestyle brings a relaxed and casual dimension to our destination’s personality. Surfboards and flip flops may be more indicative of other Southern California locales, but the easy-going attitude associated with beach communities is certainly present in our region. Our inviting nature is delivered through hands-on customer service that offers an intimate and personal experience (such as our winery owners mingling with customers). Our contemporary Southern California characteristics blend with a strong reverence and appreciation for the past – from our growing Old Town district to our celebration of Luiseño traditions.

02
brand personality

03
communications style

04
co-op marketing

05
resource center

Behind the words “Wine Country” are references to a casual pace of life, a place where the tempo of nature still has a place in the schedule of the day. Unlike our giant neighbors to the North and South, we are a community that is still connected to a lifestyle of celebrating the richness of the valley with others. We are a destination where people have an overwhelmingly positive can-do approach that energizes their friends, neighbors and visitors.

The friendly and approachable aspects of our personality are inspired by sunny weather where each day brings a new possibility. And the plentiful offerings of our destination instill a reserved confidence in our character. We have a sense of pride knowing our destination is defined by natural gifts, not ones we invented. We’re anxious to share with others the “secrets” of Temecula Valley, knowing it will result in a refreshing getaway, a satisfying business trip, or discovery of a new place to call home.

By stopping for a moment to organize ourselves collectively through the Temecula Valley Convention and Visitors Bureau (CVB), we’re recognizing the shared attributes of our home, helping others to more easily appreciate the magic of Temecula Valley.

Tips for writing with our brand personality:

Delivering Our Destination’s Persona

When writing our respective marketing communications, consider how the employees of your individual business contribute toward our brand persona:

- :: How do they enhance the experience of the Temecula Valley visitor?
- :: How do they fulfill our brand promise of being a Southern California Wine Country?
- :: What unique customer service offerings does your business have, and how do they contribute to the Temecula Valley experience?

Our Destination’s Persona: Key Differentiators

Our persona is rooted in what makes our region unique. Keep these points of differentiation in mind when writing about our destination:

- :: We are an established, growing destination that has history dating back to the 1800’s
- :: Temecula Valley is not a man-made tourist destination - we are a natural escape
- :: Southern California locale = a year-round climate, a year-round destination
- :: Naturally beautiful environment in close proximity to larger cities = Convenient getaway
- :: Wide variety of things to experience; something for everyone
- :: A prospering, relaxed wine country nestled within contemporary Southern California

02

brand personality

03

communications style

04

co-op marketing

05

resource center



“We are excited to share the magic
of our beautiful Temecula Valley
Southern California Wine Country.”

City Councilman Chuck Washington

Key Words

When we write about our personality, we are writing about what makes us unique. What sets us apart from the competition? What are our unique traits and characteristics? What do we want our target audience to know about the people, places, and experiences they will find at our destination?

While our tagline – Southern California Wine Country – embodies our uniqueness as a destination, simply stating what makes us different is only part of the equation. As discussed in Chapter 1, the claim we make must be authentic, believable and desirable. That’s where the words surrounding and leading up to the tagline comes into play.

Our brand positioning statement (Fig. 2a) is an excellent resource when considering the words you use to express our destination in writing. *The words comprising the statement have been carefully selected – they reflect the personality of the region by representing attributes common to Temecula Valley, Southern California and wine countries.*

The key words in the positioning statement should be considered strong examples, but many other synonyms are appropriate. *If you are unsure as to whether a word is appropriate, consider the Destination Marketing Chart (Fig. 2b) – which category does your word belong and does it seem out of place with other words in that particular category?*

Using key words about the region in combination with specifics about particular amenities or offerings will begin to convey a relevant, authentic and compelling destination to the reader. When describing the region, remember to build your story around the total experience of visiting Temecula Valley, rather than focusing solely on how it relates to your individual business.

FIG 2A

OUR BRAND POSITION:

Temecula Valley will build a reputation for being the wine country of Southern California. It is most uniquely noted for its **casual** and **picturesque** wine region that **inspires** a wide **variety** of events, attractions and amenities – creating a **robust** destination. A place where people make **connections**, **refresh** and have **fun**. While each visit promises a **rich, new experience**, it’s always enhanced by the **sunny, relaxed** spirit synonymous with Southern California.

FIG 2B

DESTINATION MARKETING / EXPRESSION CATEGORIES:

Words from positioning statement in color; other examples in black.

ATMOSPHERE / ENVIRONMENT	EMOTIONAL QUALITIES	TAKEAWAY EXPERIENCE
<p>“What is it like in Temecula Valley?”</p> <p>Casual Sunny Fun Picturesque Natural Peaceful Approachable Friendly</p>	<p>“When In Temecula Valley You Feel...”</p> <p>Relaxed Inspired Refreshed Recharged Energized Romantic</p>	<p>“What overall impression about Temecula Valley am I left with?”</p> <p>Robust Variety Connections Rich, new experience Unexpected discoveries Pleasant surprises Enjoyable, easy escape</p>

02

brand personality

03

communications style

04

co-op marketing

05

resource center





Tone and Manner

While key words help determine “what we say”, the tone and manner of our communications guide us in “how we say it.” The tone and manner of your written and verbal communications should reflect Temecula Valley’s personality.

If we are to be perceived as a relaxed, friendly destination, our messages should be equally relaxed and friendly. As a Southern California

Wine Country, we offer amenities similar to other wine countries (plus much more!), yet they are presented within a modern, non-pretentious environment. *Translated to our writing, this means our key messages should be delivered in a manner that is smart and simple, not overly formal.*

When writing about the region, keep the following considerations in mind:

Temecula Valley is a Relaxed, Southern California Destination.

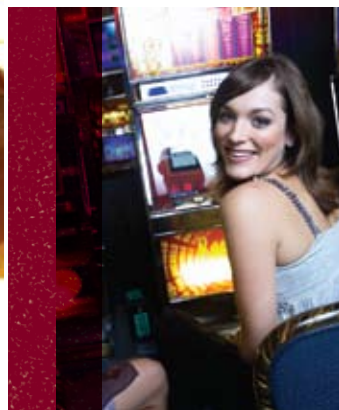
Use a tone that is accessible and inviting, but not folksy or stereotypical. Keep formality to a minimum to allow for concise and understandable communication.

INCORRECT: Ya’ll come back and see us again. (folksy)
CORRECT: We hope to see you soon.

INCORRECT: Our wineries are like totally killer. (So. Cal. stereotype)
CORRECT: You will love our wineries.

INCORRECT: Utilizing this area map will therefore lead to optimum navigation. (formal)
CORRECT: Travel with ease using our area map.





Temecula Valley is About People and Relationships.

By incorporating pronouns such as “you,” “your” and “we,” the tone of your communications becomes more friendly and intimate. Your communications should sound like they are coming from a real person in Temecula Valley, not a corporate entity.

INCORRECT: Hikers are invited to attend the grand opening event.

CORRECT: We invite you to attend our grand opening event.

INCORRECT: Visitors receive a free appetizer when their wine purchase exceeds \$50.

CORRECT: You receive a free appetizer when your wine purchase exceeds \$50.



Temecula Valley is Dynamic and Growing.

Use active, not passive, sentence construction to reflect the momentum of our destination. Passive construction usually requires more words and delivers a less-than-energetic tone.

With passive construction, the true subject of the sentence receives the action.

AVOID: An event is being hosted by the winery.

With active construction, the subject of the sentence performs the action.

PREFERRED: The winery is hosting an event.

“The ‘sun shines through the mist’ over the beautiful vineyards of the Temecula Valley - home of the Best Winery of the State in 2008. We are THE wine region of Southern California, just a short drive from San Diego, Orange County, Los Angeles and Palm Springs - we’re so close, you can taste it.”

*Tomi Arbogast, Executive Director
Temecula Valley Winegrowers Association*

Top 5 Tips When Writing About Temecula Valley

1. Promote the overall experience of Temecula Valley - keep in mind the activities that visitors may be doing before and after encountering your business.
2. When describing an aspect of Temecula Valley in your writing, ask yourself “Can other destinations make the same claim? How can I say this in a way that is unique to Temecula Valley?”
3. To reflect the inviting nature of our destination, refrain from using too much technical jargon (such as extensive winemaking terminology) that may be exclusionary to our diverse customer base.
4. When referencing Temecula Valley, never abbreviate the destination (“TV”). Abbreviating may cause confusion while using our destination’s name in full reinforces our brand.
5. Consistently communicating where our destination is located helps to build awareness and understanding of where to find Temecula Valley:

Temecula Valley - Southern California Wine Country

Located off interstate 15 less than 60 minutes north of San Diego and 90 minutes south of Los Angeles

This description for Temecula Valley is recommended because it 1) provides more than one reference point 2) anchors the location to two major population centers while still suggesting a “getaway” requiring a comfortable drive 3) calls attention to an easy-to-locate major freeway 4) is general enough to be applicable for the entire region, and 5) is simple and concise. Your business may wish to provide additional directions. It is recommended that directions to your particular business append, not replace, those listed above.

02

brand personality

03

communications style

04

co-op marketing

05

resource center

03

communications style

24

03

communications style

04

co-op marketing

05

resource center



Our logo

Our logo conveys the qualities of a relaxed, robust destination by highlighting both the Southern California lifestyle and the wine country experience. Custom handlettering – casual, yet refined – and stylized grapes provide a romantic and playful feel. The breezy type style recalls the rolling hills and carefree atmosphere of the wine region. Color conveys the region as contemporary and suggests both wine and sun.



A1

Color - full color

The preferred Temecula Valley logo is the full-color version using the specified colors listed to the right. Different media and printing specifications require different interpretations of the logotype colors. The Pantone, 4-color, and websafe RGB equivalents are listed beneath each color.



PMS 195

C 0
M 100
Y 60
K 55

web-safe RGB
820024



PMS 152

C 0
M 51
Y 100
K 1

web-safe RGB
F38F1D



PMS 187

C 0
M 100
Y 79
K 20

web-safe RGB
C41230



PMS 7496

C 40
M 0
Y 100
K 38

web-safe RGB
6D8D23





A2 Color - one color

When the occasion calls for a one-color version of the Temecula Valley logo, one of the above options may be used. These colors are derived from the four-color logo.



LOGO REVERSED OUT ON BLACK BACKGROUND

A3 Black + white

When the occasion calls for a black + white application, such as a newspaper ad, select either black or white. Avoid grayscale interpretations.

FOR PRINT/MERCHANDISING:



FOR WEB:



A4 Minimum size

In some instances, the Temecula Valley logo may need to be reduced to fit within a small space. To ensure proper legibility of the logo, please adhere to the above minimum size requirements. To ensure the best possible reproduction and legibility on the web, the logo should never be reduced smaller than the sizes shown above.



The clearance area around the logo is based on the imaginary squared height box (see above) of the tagline in the Temecula Valley logotype.

A5 Clear space

To ensure legibility and recognition, and to prevent any obstruction of the logomark, a protected area is preserved around the logo. This clearance area should be no less than the height of the tagline in the Temecula Valley logotype. This space should never be obstructed.

A6

Do not's

Please adhere to the following logo guidelines when using the Temecula Valley logo in application. For examples of correct logo usage, please see the sample application section on page 46.



DO NOT use logo without the tagline under ANY circumstances.



DO NOT resize or move the tagline OR grapes icon under ANY circumstances.



DO NOT skew or alter the logo to fit into spaces. Always size proportionately.



DO NOT place logo on busy areas of a photograph. Select an area that provides easy readability of the mark.



DO NOT use logo without the grape icon.



DO NOT replace tagline with other copy or events.



DO NOT change logo colors other than when specified in this brand guide.



DO NOT place logo on a color field that is darker than the lightest brand color (PMS 7499) in the brand color palette.



Color Palette

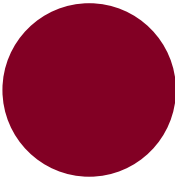
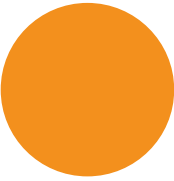
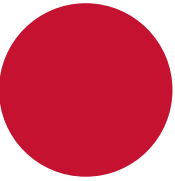

The main logo palette evokes rich, wine country colors that are warm, sunny, and inviting, with dark burgundy, red wine colors, and a brighter sunset orange for the So.Cal./sun connection. An additional brighter green color is used as a “spice” color in the color palette for the grape leaf. While a bit more traditional in the palette, the colors have staying power.

The support palette was carefully selected as a robust family of colors that complement the main palette. It was inspired by Southern California landscapes, rich inland sunsets, blue open skies and the greens, reds and warm browns of Temecula Valley vineyards. The colors present an optimal mixture of richness, warmth and a reinvigorating fresh feeling.

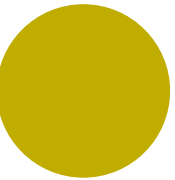
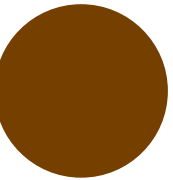
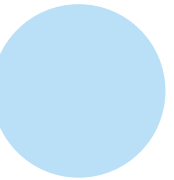
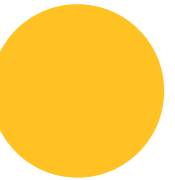

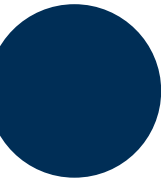
COLOR PALETTE INSPIRATION:



TVCVB MAIN COLOR PALETTE

			
PMS 195 Burgundy	PMS 152 Tuscan Orange	PMS 187 Red	PMS 7496 Vineyard Green
C 0 M 100 Y 60 K 55	C 0 M 51 Y 100 K 1	C 0 M 100 Y 79 K 20	C 40 M 0 Y 100 K 38
web-safe RGB 820024	web-safe RGB F38FID	web-safe RGB C41230	web-safe RGB 6D8D23

TVCVB SUPPORT COLOR PALETTE

								
PMS 459 Chardonnay	PMS 624 Mist Green	PMS 613 Grape Green	PMS 732 Brown	PMS 110 Tuscan Gold	PMS 290 Sky Blue	PMS 7408 Sunset Orange	PMS 614 Stucco Tan	PMS 296 Twilight Blue
C 6 M 7 Y 55 K 0	C 44 M 0 Y 35 K 20	C 0 M 4 Y 100 K 30	C 0 M 55 Y 100 K 64	C 0 M 12 Y 100 K 7	C 25 M 2 Y 0 K 0	C 0 M 25 Y 95 K 0	C 0 M 0 Y 20 K 4	C 100 M 46 Y 0 K 70
web-safe RGB F2E18B	web-safe RGB 76AE99	web-safe RGB COAD00	web-safe RGB 753F00	web-safe RGB FOCA00	web-safe RGB B9E0F7	web-safe RGB FFC222	web-safe RGB F6F1CD	web-safe RGB 002D56



Fonts

Type helps convey the mood and personality of the brand. The typography chosen for the Temecula Valley brand is based on the characteristics of the region: casual, yet upscale, fun, friendly and modern. Neutraface No. 2 is a modern, Southern California-inspired san-serif typeface. Mrs. Eaves complements this face, a serif font with personality — casually elegant in feel, approachable and not too stuffy.

C1

Print, merchandising and web graphic fonts

Approved fonts for use on all TVCVB print materials and web graphics. **DO NOT** substitute any other typefaces.

NEUTRAFACE NO. 2 (NEUTRA 2)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Mrs. Eaves

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

⚡ Neutra 2 is available for purchase from House Industries.
<http://www.houseind.com>

⚡ Mrs. Eaves is available for purchase from Emigre.
<http://www.emigre.com>

NEUTRA 2 BOOK:
Use for body copy, headlines, and fine print.

NEUTRA 2 DEMI:
Use for reversed-out copy when point size is small, or over a photograph the book weight is not legible.

NEUTRA 2 DISPLAY MEDIUM
Use for headlines or large words for such applications as billboards and banners.

NEUTRA 2 ITALIC:
Use when a word needs to be highlighted in a block of copy, or in footers.

NEUTRA 2
book

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

NEUTRA 2 DEMI
Demi

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

NEUTRA 2 DISPLAY
Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

NEUTRA 2
Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



MRS EAVES ROMAN:
Use for intro copy, large call-out
copy, or when an application calls
for a more elegant feel.

MRS EAVES ROMAN / SMALL CAPS:
Use for small captions or details to
create variance in copy.

MRS EAVES ITALIC:
Use for support for headlines to create
variance and provide a romantic feel to
copy. Also can be used for captions.

Mrs. Eaves
roman

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Mrs. EAVES
ROMAN / SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Mrs. Eaves
italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

C2

Universal web HTML fonts

These approved universal websafe fonts are the best match equivalents for main branding fonts. Use for HTML and email.

ARIAL:
San serif font for use as a substitution
for Neutra 2 for HTML and email only.

TIMES NEW ROMAN:
Serif font for use as a substitution for
Mrs. Eaves for HTML and email only.

Arial
regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman
roman

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Main Photography Style / experiential

The primary photography style recommended for Temecula Valley CVB was selected for its ability to capture the feeling of being in Temecula Valley and Southern California Wine Country while also offering a distinct look that helps set our destination apart. Our primary inspiration for this style was the emotional and visual qualities so appropriately captured by the sun.

The photo style suggests the long, fun-filled days of the Southern California lifestyle through use of sunshine and lens flares. Photos are bathed in the glow of a rising or setting sun, creating a romantic and inviting tone to the images. Areas of the photos are naturally blown out to white or neutral tones, providing ideal areas to place the Temecula Valley logo and/or main messaging. Photo subjects reinforce the tone of the images – shown as happy, carefree and relaxed in their surroundings.

The TVCVB brand is elegantly delivered through this “experiential” style of photography, and **THIS PHOTO STYLE SHOULD BE USED ON ALL CVB MARKETING MATERIALS AS THE PRIMARY VISUAL, PROMOTING THE REGION AS A WHOLE – FROM BANNERS TO THE MAIN IMAGE ON THE CVB WEB SITE.**



04

co-op marketing

05

resource center

Most images shown above are photography examples to help illustrate the photo style and have not been purchased for use. Please contact the marketing department to inquire about obtaining licenced photos to use.





Support Photography Style / highlighting our destination's offerings

The secondary photography style recommended for Temecula Valley CVB complements the emotional qualities of the experiential style by using vivid, more detailed images of the our destination's offerings while still maintaining a casual, approachable feel.

Photos fitting this style have a warmth to them, containing photo subjects that are natural and not posed. Inventive crops and selective focus are used to bring out detail and to appeal to the senses – robust grapes, color ripples of a hot air balloon, etc.

The “support” photo style, as its name suggests, should be used in a secondary role in support of “experiential” imagery, **PARTICULARLY WHEN SPECIFIC OFFERINGS ARE TO BE CONVEYED SUCH AS OLD TOWN, HOT AIR BALLOONING, PECHANGA, ETC.**



❖ Most images shown above are photography examples to help illustrate the photo style and have not been purchased for use. Please contact the marketing department to inquire about obtaining licenced photos to use.



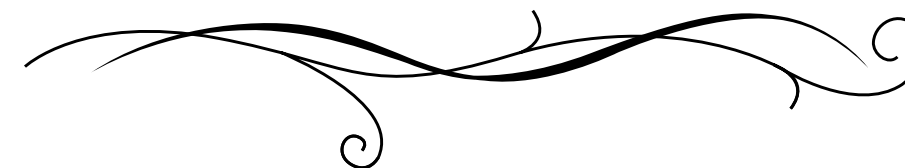


Graphic Elements

The intertwining lines graphic is a secondary design element to the branding kit that provides an interesting, yet abstract and modern touch to the CVB look and feel. A single thin line weight with just the right amount of vine curls flows and intertwines with a varied line weight that represents the valley/mountain landscape of our destination. Together, these two lines create a perfect mix of romanticism and modernism without being too ornate, technical or common. This device serves as a stand-alone secondary graphic or as an anchoring element to highlight key messages. The intertwining lines provide a distinguishable visual element that represents the perfect blend of vineyards and landscape indicative of our destination. The landscape of our region is also symbolized by a texture element applied to large areas of solid color.

E1

Vines + landscape lines



VINE_01



VINE_02



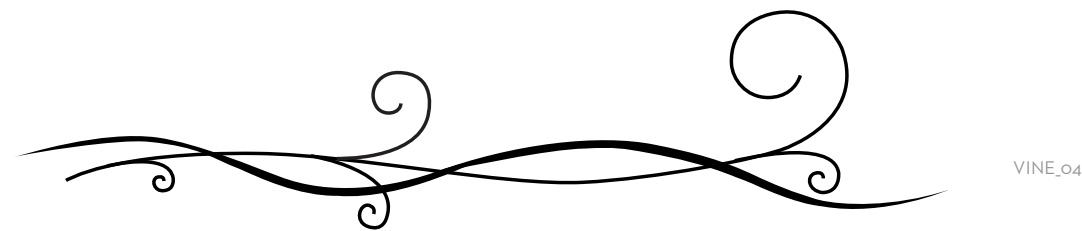
VINE_03

03
communications style

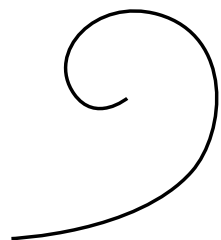
04
co-op marketing

05
resource center





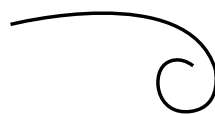
VINE_04



VINE CURL_01



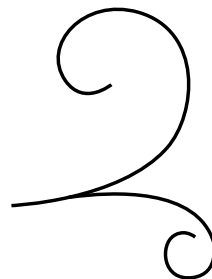
VINE CURL_02



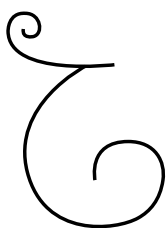
VINE CURL_03



VINE CURL_04



VINE CURL_05



VINE CURL_06

Intertwined lines Do's and Don'ts

DO use as a secondary element to create energy and flow.

DO use as an anchor for headlines or messaging.

DO use in a tone-on-tone manner so that the vine graphic maintains a secondary role. The vine graphic can be reversed out to white on a color background or photo when it does not compete with the main message or visual.

DO use on a horizontal or vertical axis.

DO utilize the vine elements given in the branding kit to construct new custom vines. Keep in mind that the vine element is used to suggest wine country, and shouldn't be too ornate.

DO NOT use the vine line or landscape line separately. The lines are always intertwined. Never separate or use singularly.

DO NOT allow vine graphic to be the most dominant visual. The graphic should never overshadow the main message of your marketing application.

DO NOT designate new stroke weights to the lines. Should always be 1.5 pt weight visually.

DO NOT overuse vines in a single application. Should be used to enhance and suggest wine country.

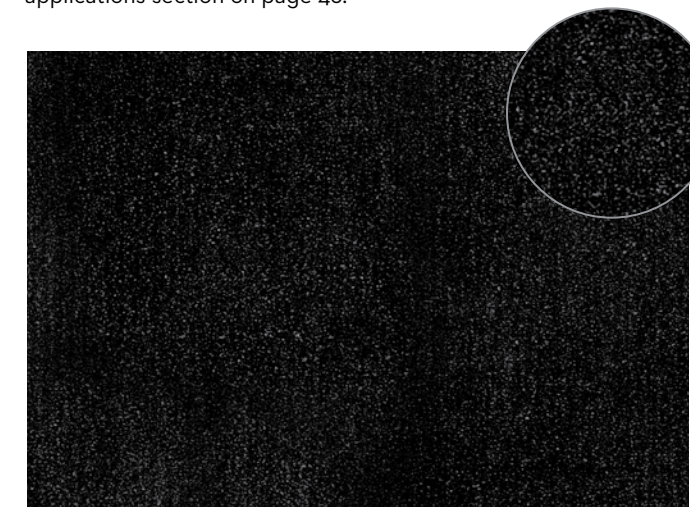
DO NOT use similar colors when placed over a photo or image.

DO NOT create custom vines unless approved by the CVB.

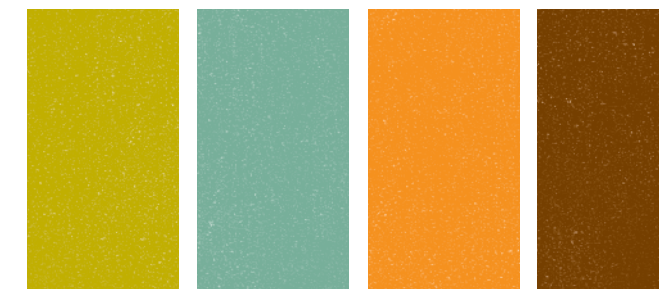
E2

Background texture for color fields

Texture created to give depth to a large color field. Suggests the outdoors and landscape. Use only with the branding color palette. For examples of how this element is used, please see the sample applications section on page 46.



BKG_TEX_BW_HR



Sample Applications

The following sample applications demonstrate how the visual elements presented in this chapter can work together to create a distinct and memorable visual presentation for the CVB’s marketing materials. Consider these samples as simply that – samples – to guide creative efforts and streamline development of our destination’s marketing. The following examples demonstrate how to bring the Southern California Wine Country positioning to life, and are not meant to address every nuance of every application. Some level of interpretation may be required, keeping in mind the desired goal of conveying Temecula Valley as a desirable destination.



shopping bag - front/back



canvas bag



etched logo on wine glass



4/C and 1/C embroidered logo on golf shirt



FI

Sample logo applications and treatments

Below are examples of using the logo on promotional items and merchandise. The grapes icon can be used as a secondary support element in these types of applications only. *It CANNOT be used in print materials or on the web as a graphic element.*

03

communications style

04

co-op marketing

05

resource center

F

Sample banner system

Example of a banner system for street light poles or for shopping districts utilizing the CVB branding elements.



- A** TVCVB LOGO:
Consistent placement of logo at the top on white or light back grounds creates dominant read.
- B** EXPERIENTIAL PHOTOGRAPHY:
This is the photo style that should be used when the main visual is photographic and CVB branded. When used together as a group or part of a system, vary the compositions, alternating close crops, faraway vistas and subject matter for maximum visual effect.
- C** INTERTWINING VINE ELEMENT: Utilizing this graphic element across the 4 banners creates a unifying, flowing and energetic feel, especially when two banners are paired together on the same fixture. Use a tone-on-tone color treatment so the element is a secondary read to the message.
- D** BACKGROUND TEXTURE:
Texture overlay in branding color adds depth to a solid color field.
- E** HEADLINE/ BRAND MESSAGING:
Use of large reversed out text (Neutra 2 book) with smaller text (Mrs.Eaves italic) for dynamic emotional effect.
- F** INFORMATION BAR:
Tone-on-tone color bar at bottom creates visual area for information.



03 communications style

04 co-op marketing

05 resource center

F Sample billboard

Example of a billboard layout for the region. Can be a stand-alone billboard, or part of a series.



SAMPLE GENERAL BILLBOARD LAYOUT

- A BACKGROUND TEXTURE:**
Used to create depth to a large solid color field.
- B HEADLINE:**
Use large text (*Neutra 2 book*) with smaller text (*Mrs.Eaves italic*) for dynamic emotional effect and interest.
- C INTERTWINING VINE ELEMENT:** Used to create energy and flow, and lead your eye across billboard. Tone-on-tone in color.
- D CVB LOGO:**
Preferred placement of logo is at the top right corner of an application, on white/light background. Creates a dominant read.
- E EXPERIENTIAL PHOTOGRAPHY:**
This is the photo style that should be used when the main visual is photographic and TVCVB branded, such as a billboard.
- F INFORMATION BAR:**
Tone-on-tone color bar at the bottom creates visual area for information.

50

F Sample postcard

Example of a postcard front/back layout promoting CVB.



- G EXPERIENTIAL PHOTOGRAPHY:**
This is the photo style that should be used when the main visual is photographic and CVB branded.
- H INTERTWINING VINE ELEMENT:** Used as a graphic element and as an anchor for the headline type.
- I BACKGROUND TEXTURE:**
Texture overlay in branding color adds depth to a solid color field.
- J SECONDARY COPY:**
(*Neutra 2 book*)

- K TVCVB LOGO:**
Preferred placement of logo is at the top right corner of an application, on white/light background. Creates a dominant read.
- L SUPPORT PHOTOGRAPHY:**
Example of using support photography to highlight the region's offerings.
- M BODY COPY**
(*Neutra 2 book*)
- N INTERTWINING VINE ELEMENT:** Used as a visual divider and as an anchor for the website URL.

03 communications style

04 co-op marketing

05 resource center

04

co-op marketing

52

04

co-op marketing

05

resource center



Cooperative marketing initiatives afford us opportunities to market our respective products and services, while maximizing our collective dollars to gain increased exposure and awareness for Temecula Valley. Successful co-op marketing efforts allow our target audience an opportunity to gain a sense of what our destination has to offer without having to decipher disjointed messaging delivered from different entities.

An important note on co-op marketing:

The Temecula Valley logo/tagline and graphic design standards are intended for use by the CVB in marketing the destination as a whole. These standards are not intended to homogenize all businesses within the region using the same look and feel. Your business should maintain its own graphic identity. Where the real opportunity for synergies exists is in describing the region and how your business is a part of the Temecula Valley experience. The power of words is something all businesses can tap in to when speaking about our region's shared vision.

Design Guidelines

A key component of any marketing piece is its design. When creating a co-op marketing piece, your business may play either a lead or supporting role with another brand (or brands). Determining the objective of the marketing piece and considering the customer's point of view should help determine the appropriate design elements to be used.

Power of words

While each individual business in Temecula Valley will have their own brand messaging for their company, product, or service, there is strength in collectively marketing our destination using similar words and tone and manner for both individual and collaborative marketing efforts. Speaking about our destination with a unified "voice" will strengthen our brand, so together we may capitalize on creating a singular perception for the region.

Many of the words that describe our destination are also appropriate for the individual offerings of Temecula Valley. Refer to Section 2, Page 18 for more on key words.

Your brand and the CVB brand

They should be different, but many synergies can exist. Here are some simple rules on how it works.

Toolkit Elements

Usage Approved For: CVB Only



VINES

Mrs. Eaves
Neutra 2

FONTS



COLORS



EXPERIENTIAL
PHOTOGRAPHY

The look and feel that is documented in this guide is designed to create a distinct brand for CVB. It will be used on future visitor guides, press kits, advertisements, the CVB web site, etc. As stated on page 55, local businesses should create marketing materials using a look and feel distinct from the CVB brand. Local businesses wishing to leverage the CVB brand may do so using the Signature Block.

Signature Block

Usage Approved For: Local businesses and CVB



A Signature Block has been created for local businesses/organizations wishing to leverage the Temecula Valley brand in their marketing. The Signature Block would appear at the bottom of an advertisement, connecting the local business to the overall destination of Temecula Valley. See page 57 for an execution sample.

Temecula Valley Logo – “Standard” Version

Usage Approved For: Local businesses and CVB



The “Standard” version of the Temecula Valley logo is the logo that is shown throughout this guide. Local Temecula Valley businesses/ organizations may wish to include the logo as a means of connecting their brand with the destination as a whole. The logo is a good alternative when space is at a premium and the Signature Block is not practical. See page 58 for an execution sample.

Temecula Valley logo – “CVB” Version

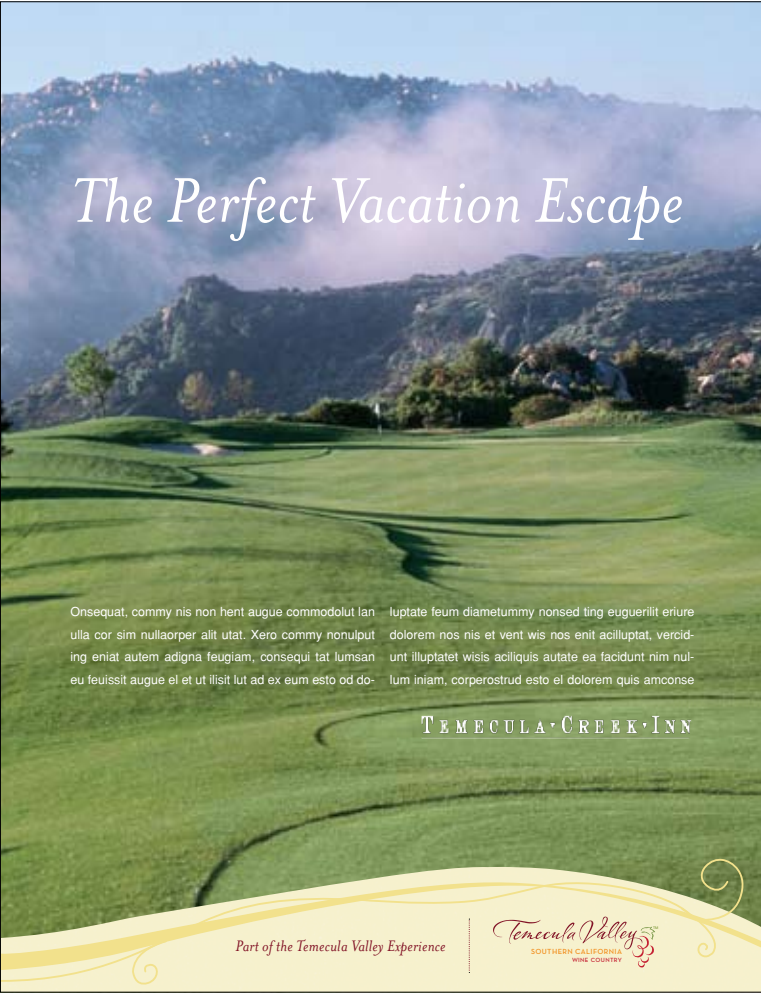
Usage Approved For: CVB only



The “CVB” version of the logo is reserved for use by the CVB when they clearly wish to communicate that a marketing message is being delivered by the Convention and Visitors Bureau. See page 59 for an execution sample.

G Sample Applications

A LOCAL AD
The advertising message from your business should utilize a dominant portion of the advertisement's space.



G1 Signature Block

This sample ad for Temecula Creek Inn demonstrates the use of the Signature Block.

B SIGNATURE BLOCK
The Signature Block appears at the bottom and is used as a “sign off” connecting the local business to the overall destination.

B1 CONTENT
The Signature Block's content should never be modified. That includes the color, vines, type or logo that appears within the block. The block is meant to be a consistent, recognizable element independent from the top portion of the ad.

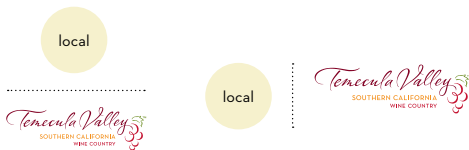
B2 SCALE
The Signature Block can be scaled to meet different ad sizes, however the scalability is limited. This ensures consistent application of the block and deters misuse. Contact the CVB marketing department if your ad's shape or size requires a unique Signature Block solution.



A COLOR
The Temecula Valley logo may be reversed out in all white or used in color, based on ease of readability.

B LOGO PAIRING
The Temecula Valley logo should be paired with the local business that is advertising and separated by a dotted line as shown. Do not place the Temecula Valley logo in a separate location away from the local business logo, as reader confusion may result.

C SUBORDINATE RELATIONSHIP
The Temecula Valley logo should appear in a subordinate position – that means approximately 70%-90% the size of the local business logo. And, the Temecula Valley logo should appear at the bottom (if logos are stacked) or to the right (if logos are horizontally placed). These rules help reinforce to the reader that the message is primarily being delivered by the local business.



G2

Temecula Valley Logo - “Standard” Version

This sample billboard for Pechanga demonstrates how the Pechanga logo and the Temecula Valley logo can be presented together. Billboards do not allow enough space to use both a Signature Block and still clearly advertise the main message; using the Temecula Valley logo is the next best option.



A EXPERIENTIAL PHOTOGRAPHY
Used more abstractly here as a wine country detail, setting the stage and mood.

B DETAIL TEXT
(Mrs. Eaves Roman Small Caps)

C INTERTWINING VINE ELEMENT
Used horizontally in this example as a graphic element and as an anchor for the headline type.

D SUPPORT PHOTOGRAPHY
Example of using support photography to highlight the event in an interesting composition.

E HEADLINE
Mix of large words (Neutra 2 book) with smaller text (Mrs.Eaves italic) for a playful effect.

F LEAD-IN COPY
(Mrs. Eaves italic)

G BODY COPY
(Neutra 2 book)

H DOMINANT RELATIONSHIP
The CVB version of the Temecula Valley logo should appear in a dominant position – that means approximately 10-30% larger than the supporting business. And, the Temecula Valley logo should appear at the top (if logos are stacked) or to the left (as the example shows).



G3

Temecula Valley Logo - “CVB” Version

This sample ad for a food and wine event demonstrates how CVB may execute an ad using the fonts, colors, vines and photo style of its new brand. The ad shown also demonstrates an example of co-op marketing where the event is also sponsored by the TVWA.

resource center



Frequently Asked Questions

Who should use this guide?

This guide is intended for all Temecula Valley-area businesses and their creative vendors, especially those businesses marketing the region to potential tourists or residents.

Where can I get electronic artwork of the Temecula Valley logo?

The Temecula Valley logo/tagline artwork can be emailed to you by the CVB. Please contact the CVB marketing department at (888) 363-2852 or info@temeculacvb.com for more details.

Can I use the Temecula Valley logo without the CVB's permission?

Yes, although any application of the Temecula Valley logo should follow the graphic standards set forth in this guide. The CVB asks you to carefully consider how you intend to use the logo – does it reinforce the region's brand position? Consult with the CVB if you have questions about the appropriateness of your planned logo application.

Can I use the brand positioning statement as copy in my marketing materials?

Using the brand positioning statement copy (or a portion thereof) is not recommended. The statement was written for an internal audience of CVB members and marketers. Your marketing materials should maintain the voice of your own company's brand; however consider the overall message of the brand position statement and how your business best represents this brand position.

Are there time constraints on using the graphic standards?

No. Applying these graphic standards in a consistent manner over time will help develop a recognizable brand for the region.

Where can I get the photography and other elements used in the brand standards guide?

Some items in this guide can be provided by the CVB. Other items would require purchase from a third party. Contact the CVB marketing department for more details.

Your CVB contact

If you have questions about this guide or would like to request a copy (printed or PDF versions available), please contact the CVB marketing department at (888) 363-2852 or info@temeculacvb.com



