

HIGHWAY 1

Road trip



JUST COAST

Welcome to our Brand Style Guide

The Highway 1 Road Trip treats millions of visitors to authentic California experiences and lifestyles. Our brand represents the connection visitors make with the destinations, attractions and activities they encounter, but also the emotional bonds they develop along the way.

The Brand Style Guide helps ensure our communications consistently reflect the Highway 1 Road Trip brand for all our audiences.



Mission

People and places, engaged and enriched through tourism.



Vision

To promote memorable visitor experiences while being stewards for thriving, welcoming, and cohesive communities.

Brand Promise

Our brand promise articulates the overall Highway 1 Road Trip brand. It is the central idea or theme of our brand, and is a statement establishing our authenticity.

I wish we could tell you there's a secret to life. All we know is how we live it and it's been pretty great so far. As an alternative to the world's obsession with speed, we just ask ourselves, "what's the rush?" Simply find your groove and take notice of every little thing that makes you smile. Every wave that lifts you up. Every new adventure waiting at the bend in the road. It's time for a refreshing change of pace.

JUST COAST



Brandifesto

Some people take trips.

They lock dates and make plans.

There's an itinerary. Reservations. Expectations.

Then there are those who let the trip take them.

*Just look across the cliffs, the vines, the waves
and see a world that's just your speed.*

Venture out to the edge of the Earth and watch the sun take the day's last breath.

Turn a roadside stop into a stay.

You see, this 100 miles of Highway 1 is not just a drive but a destination.

There's no need to travel in a straight line or on a deadline.

Because life's best moments can't be planned.

And you're not making memories if you're driving right by them.

You can't taste an olallieberry pie from the backseat.

Or enjoy the sand in your toes through the car window.

Adventure demands one small thing of you: to get out there.

Leave the air conditioning and seatbelts behind and set the wanderer inside you free.

You want to ride something? Try a clydesdale.

This is so much more than a stop along the way.

The most epic adventures don't take reservations.

And the trip isn't worth it if you arrive on time.



Brand Pillars

Brand pillars are the foundation of the Highway 1 Road Trip experience. They differentiate us from competitors and set the overall feel for how we communicate visually and verbally.

Wanderlust

Spontaneity

Freedom

California-ness

Sensory

Connectivity



Wanderlust

The Highway 1 Road Trip speaks to travelers who want to see the world without a filter. To discover the truth of a place for themselves.



Spontaneity

It's a natural instinct for the Highway 1 Road Trip visitor to pick a place and go. Just because it's there to be explored.



Freedom

There are no rules on how and when to experience the Highway 1 Road Trip.



California-ness

The Highway 1 Road Trip represents the lifestyle people think about when they dream of California.

CALIFORNIA
to the
CORE



Sensory

The Highway 1 Road Trip is much more than simply what you see. It's what you can taste, smell, hear and feel. And to do that, you've got to get out of the car.

Connectivity

There is nothing better than discovering an even better fish taco with the people you love. Or watching the sunset with your family after a day of discovery.



Tone

Our brand tone establishes guidance on how we speak to our audiences. Just as in everyday conversations, we may adjust our tone as needed, but we remain within social norms. Similarly, we may adjust our overall tone when speaking to our audiences, but we remain true to our brand.

Relaxed

Vivid

Curious

★ *Welcoming*

Relatable

Relaxed

There's nothing you have to do. There's nothing you absolutely must see. But we have some pretty cool suggestions if you're interested.

Vivid

Paint the picture. It's not just the Pacific Ocean and pine trees. It's brilliant turquoise and sapphire ablaze on the horizon, and coniferous trees piercing the skies like giant arrows aimed to the heavens.

Curious

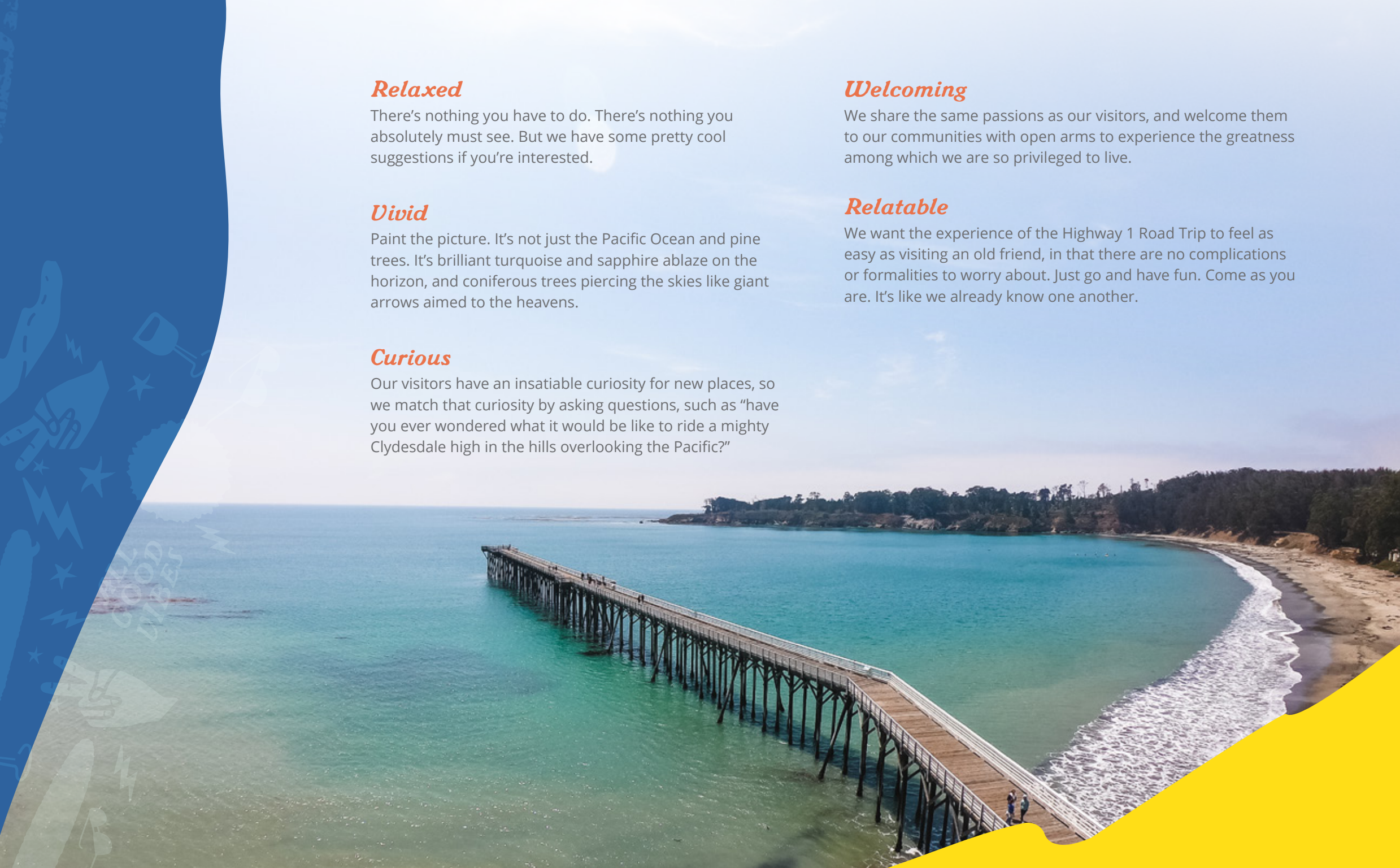
Our visitors have an insatiable curiosity for new places, so we match that curiosity by asking questions, such as "have you ever wondered what it would be like to ride a mighty Clydesdale high in the hills overlooking the Pacific?"

Welcoming

We share the same passions as our visitors, and welcome them to our communities with open arms to experience the greatness among which we are so privileged to live.

Relatable

We want the experience of the Highway 1 Road Trip to feel as easy as visiting an old friend, in that there are no complications or formalities to worry about. Just go and have fun. Come as you are. It's like we already know one another.





Look
AND
Feel



Coastin'

Our Logo



The Highway 1 Road Trip full-color brand logo should be utilized whenever possible.

The 2-color logos can be utilized when appropriate as an alternate to the full-color logo at the designer's discretion.

The 1-color should be used over color photography or a graphic background that requires a 1-color version.

Some usage cases such as smaller spaces will necessitate dropping the "Just Coast" line from the logo.



2-color



1-color



no tagline versions



2-color



1-color



no tagline versions

Improper Uses

The brand logo should not be altered in any way. Different color applications, layouts, drop shadows, fonts, etc. are prohibited. Use only the approved logos.



Don't change the colors



Don't stretch, squish or skew the logo



Never change the fonts



Don't use drop shadows on the logo

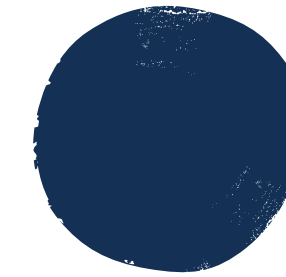
Clearspace

The logo should have a comfortable amount of space surrounding it in relation to other graphic or text elements. An area the height of the Highway 1 road sign is safe as a starting point.

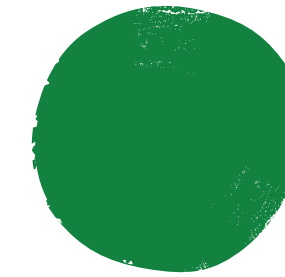


Color

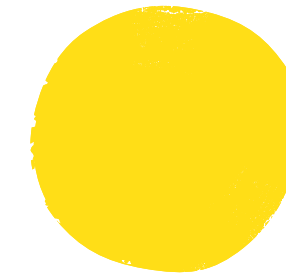
The brand color palette symbolizes the energy and inspiration in the Highway 1 Road Trip brand. Headlines and titles may utilize all the colors, while body copy and smaller text should stick to the neutral color options.



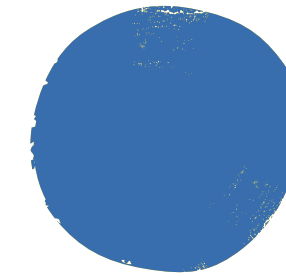
100 - 84 - 40 - 33
20 - 49 - 85
133155



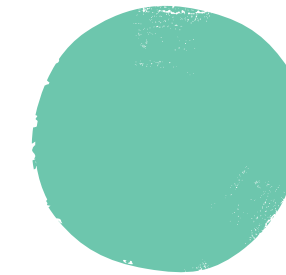
87 - 25 - 100 - 11
19 - 130 - 65
138241



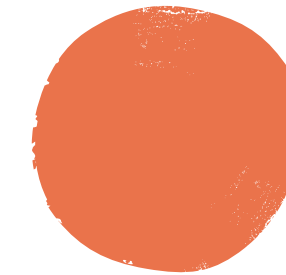
0 - 10 - 95 - 0
255 - 222 - 23
ffdd16



83 - 57 - 5 - 0
213 - 68 - 68
376dad



56 - 0 - 40 - 0
109 - 198 - 173
6dc6ad



4 - 68 - 76 - 0
234 - 115 - 75
e9724a



4 - 5 - 8 - 2
235 - 230 - 223
ebe6df

Typography

The brand fonts are Sofia Pro and Open Sans. The Sofia Pro font should be utilized for larger text such as headlines and main titling. The Open Sans font should always be used for body copy.

sofia pro

Aa

AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()_+=[]\|?/

weights: semibold | notes: tracking 0 | leading +4

Open Sans

Aa

AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()_+=[]\|?/

weights: all | notes: tracking 0 | leading +4

Subhead —

sofia pro

Headline —

sofia pro

Body Copy —

OPEN SANS REGULAR - The Open Sans font should always be used for body copy. Dolorat reped quamus assusdaerum sequat eostruptione veniatio. Ro et que ni berumque re, venderrum fugiatquia con



Font Alternates

These fonts can be used as alternates when working with Microsoft or Google applications.

helvetica bold

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()_+={}|~\`?/

weights: semibold | notes: tracking 0 | leading +4

helvetica regular

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()_+={}|~\`?/

weights: all | notes: tracking 0 | leading +4

Subhead —

helvetica

Headline —

helvetica

Body Copy —

Helvetica Regular - Dolorat reped quamus
assusdaerum sequat eostruptione veniatio.
Roet que ni berumque re, venderrum fugiatquia



Display Fonts

Display fonts should be used for expressive headline treatments, merchandising, etc. They bring a dynamic, fun vibe to the brand's typographic palette. These fonts do not have alternates. They should be rendered as artwork to be included in Microsoft and Google programs.

himalaya

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#%&'()*~/?

CA Rough Rider

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#%&'()*~/?

Headline —

Himalaya

weights: regular | tracking: 0 | leading: custom

Headline —

CA Rough Rider

Extras —

with AND with AND WITH AND WITH
AND with Et with Et the & the
Et the AND the and new and for AND FOR

weights: italic | tracking: 0 | leading: custom

Example of usage



Illustrations



Coastin'

ALL GOOD VIBES



CALIFORNIA
to the
CORE



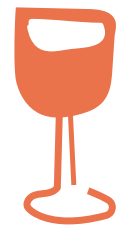
Coastin'



Road
dogs



ALL
GOOD
VIBES



Wine
AND
Country



Let's
Ride

A set of custom illustrations and branded type bring a whimsical fun to the tone of voice in marketing communications and merchandising.

Photography

The brand photography should reflect the tone of voice and brand pillars. A sense of warmth, inclusivity, sunshine and California-ness should always be evident.



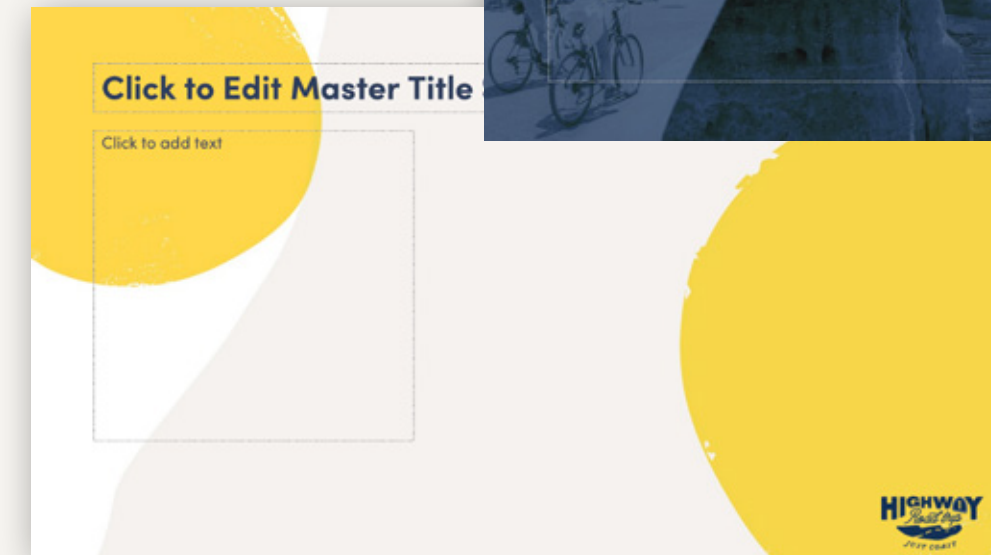
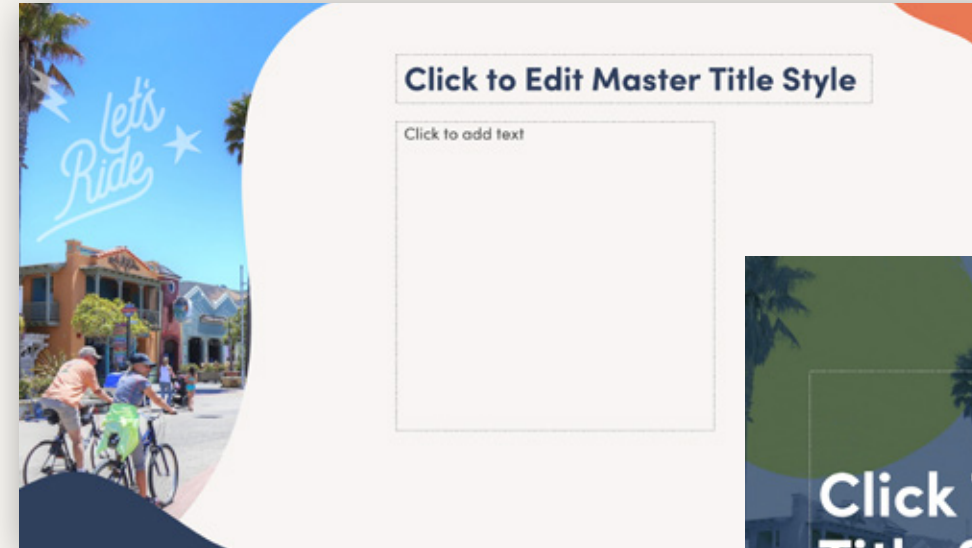
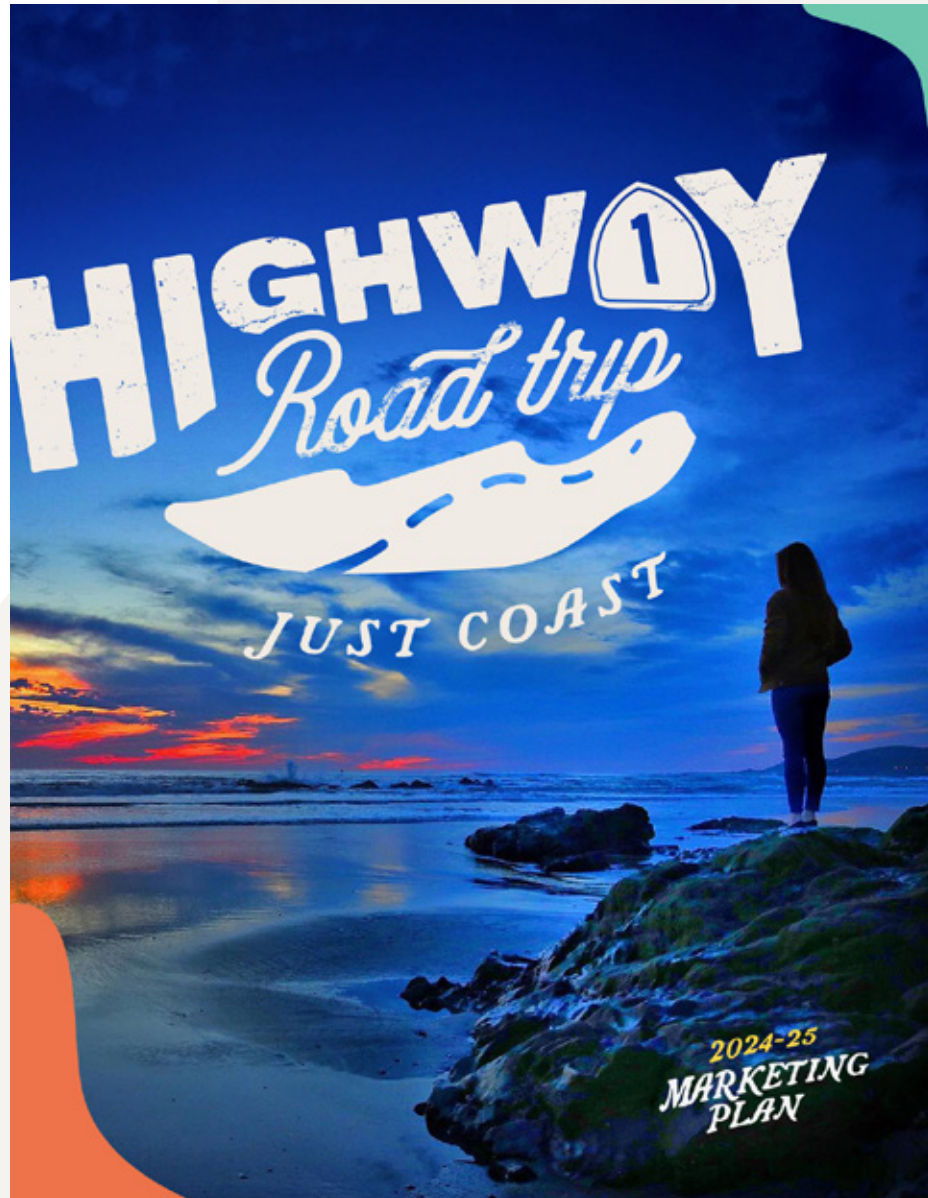
Branded Apparel

Display fonts should be used for expressive headline treatments, merchandising, etc. They bring a dynamic, fun vibe to the brand's typographic palette.



Creative Deployment

Here are examples of the typography, graphic elements and color palette put to use. The organic shapes can be used to bring a colorful optimistic feeling to a layout. The illustrations should be used in a subtle way. The transparency can be adjusted to achieve the right emphasis.



Inspiration

The Highway 1 Road Trip is not just about sightseeing; it's about deeply connecting with the land, the SLO CAL lifestyle (culture), and oneself. The unhurried pace, the small charming towns with their locally-owned businesses, and the vast open spaces allow travelers to immerse themselves fully, offering a refreshing contrast to the fast-paced life of bigger cities throughout the California coast.

The "One Thing"

On the California Highway 1 Road Trip in SLO CAL, experience a bucket-list road trip, where you have the freedom to get out of the car and immerse yourself in the local culture with a myriad of quintessential California experiences - all at your own pace.

Slow but
NEVER
Idle.

★ *Simply put:*

*For all the others -
Highway 1 is a place
to drive. For us -
Highway 1 is a place
to stop.*



WIDE OPEN SPACES

You are free. You are free to wander. To venture out to the edge of the Earth and watch the sun take the day's last breath. Its rays embrace the land and sea a little differently here. Everything it touches turns to gold. The mountains. The trees. Moments, big and small. So pure and so full of life. Each one calling you to slow down and enjoy the ride you're on.

California: You are not bound by your big dreams. You created them. Let them lead you to the life you've always wanted. That's as California as it gets.

Lifestyle | Pace: Slow is a beautiful place. Right in the middle of stop and go. It's where you can actually enjoy life. Spend some time living it. Slow, but never idle. Always seeking. Look across these cliffs, these vines, these waves and see a world that's just your speed. Endless opportunities to make every moment your own.

Driving + Discovery | Highway 1 Experience: What makes a trip a great one? It's one that allows you to get out of your comfort zone and off the beaten road. Waaaaay off. One that embraces the unfamiliar and finds comfort in the things that make you, you. Every little thing that makes you smile. Every wave that lifts you up. Every new adventure waiting at the bend in the road. It's one that doesn't fear the unknown. It challenges it. Life can only be as full as you let it be. So fill it up and let it thrive.



DRIVEN ★ BY DREAMING

Brand Toolkit



Headlines & Messaging Insights

Headlines presented in the concepting process:

- Live Wanderfully.
- May All Roads Lead to Roam
- Be full of Wander. Be free to Wander
- CA to the Core
- Driven by Dreaming
- Life Is But A Dream
- Dreams Are Meant To Be Driven
- California. All In 1
- Live Driven
- A Refreshing Change of Pace
- Slow But Never Idle
- Come To A Stop
- This is the 1!
- Live Life on Full
- Let Your Heart Guide You
- Drive Curiously
- 100 Miles of Happy
- Let It Move You. (Be Moved.)
- Let Life Catch Up
- Drivers. Seekers
- Fast Can Wait
- Step Outside the Car
- Detour from Ordinary
- Let the trip take you
- A stop worth the stay

Messaging Insights:

"We are blessed with space. The sheer vastness of open space allows one to take a deep breath, and to just breathe. There is literally natural beauty in every season."

"SLO CAL has preserved what people admire about the California lifestyle."

"The small town charm and its friendly people. In essence, it is often the locals themselves who create the culture that is ultimately deemed 'charming.'"

"Visitors want to feel like they live here for a bit...They arrive uptight, and leave here feeling like a local."

"In SLO CAL, we take care of the visitor, regardless of income. They feel that value."

"Highway 1 gives you freedom - freedom to explore at your own pace."

"The Road Trip is an 'iconic' drive."

Sample Copy



By its very name, a road trip is suggestive of perpetual motion, presumably toward a destination. But why race through? If you ask us, the experiences you encounter on the journey are every bit as extraordinary as the destination itself. So take the time to find your groove and make note of every little thing that makes you smile. Every wave that lifts you up. Every new adventure waiting at the bend in the road.

Every road trip is a blank page waiting for a story. We ink the words with the colorful places we encounter. We pen in the dialogue by interacting with the people we meet along the way. The sights and sounds we discover add the sensory elements typical of all great tales. An amazing story takes time and an insatiable desire to make it memorable.

Our best memories aren't always fully formed thoughts, but perhaps just a quick flash of an image that makes us smile, laugh or cry. They are the brief moments we've cataloged for a lifetime, to reflect upon when we need perspective. Let's appreciate every moment and store them away for grayer days. And make even more of them all the while.

Road trips are never perfect. The cliché "expect the unexpected" comes to mind. But isn't that the point? Every mile, every turn is a new adventure. Unordered experiences stacked upon one another, glued together by the emotions they evoke within us. That sure sounds better than a rigid itinerary.

HIGHWAY 1

Road trip



JUST COAST