

WEST PLEASANT HILL

BRAND
STYLE GUIDE

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VISIT PLEASANT HILL

Visit Pleasant Hill is both our brand and our call to action. Whether you're a city explorer or a nature enthusiast, a foodie or a fitness fanatic, we believe there's something for everyone in Pleasant Hill, CA. While we may highlight these experiences in different ways, our brand is a creative anchor that transcends campaigns— a tone of voice and visual identity that positions Visit Pleasant Hill as the trusted guide to discovering the charm and beauty of our Northern California city

BRAND PILLARS

Visit Pleasant Hill encourages everyone to come and experience our welcoming, central, affordable, safe, active, and accessible community in Northern California

The Visit Pleasant Hill brand is based on six key attributes. These attributes influence everything, from our tone of voice and visual expression to the events and activities we participate in. Use these attributes to objectively evaluate and discuss any decisions the brand may make now or in the future.

Welcoming

A polite & friendly community where people go out of their way to engage with others.

Safe

A safe community, where people look out for each other, where you feel comfortable and secure.

Central

Location, location, location— Pleasant Hill is at the center of everything.

Active

In Pleasant Hill, there is always something to do, and you are encouraged to be a part of it.

Affordable

In one of the highest priced regions of the country, Pleasant Hill is an affordable option.

Accessible

Not only is Pleasant Hill at the center of everything, it is well-connected and easy to access.

BRAND STORY

Capturing the essence of belonging and comfort, inviting you to experience a warm, welcoming community that embraces every visitor like family, making each moment feel familiar and cherished.

The Visit Pleasant Hill brand is guided by six key attributes that enhance our appeal to all the senses. These attributes shape our tone of voice, visual expression, and the events we curate, ensuring a holistic experience for visitors.

From the warmth of our community and connection to the rich aromas of local cuisine and vibrant colors that capture the eye, every element is designed to engage the senses. The sounds of nature and local life create a harmonious backdrop, while the unique flavors delight the palate.

By aligning our decisions with these attributes, we create a sensory celebration, inviting visitors to immerse themselves in the Pleasant Hill experience.

Touch

The warmth of our community and welcoming spaces creates an inviting atmosphere, encouraging visitors to feel at home and connected to the heart of Pleasant Hill.

Smell

The delightful aromas of local cuisine and blooming landscapes evoke memories and emotions, immersing visitors in the rich sensory experience that defines our vibrant culture.

Sound

The harmonious blend of nature's sounds and lively community interactions fosters a sense of belonging and adventure, inviting guests to embrace the rhythm of life in Pleasant Hill.

Sight

The stunning landscapes, vibrant colors, and captivating sights of Pleasant Hill engage the eye, inspiring awe and inviting exploration of the beauty that surrounds us.

Taste

The diverse flavors found in our local cuisine reflect the richness of our culture, providing visitors with a delicious journey that celebrates the essence of Pleasant Hill.

BRAND VOICE



BRAND VOICE

Visit Pleasant Hill's voice should reflect our brand pillars. Both how and what we communicate are equally important.

Here are some helpful guidelines to ensure our voice remains consistent across all of our materials.

HONEST

Our tone should feel more like a conversation than a typical travel brochure. Say it out loud—does it sound like something you'd say to a friend? If not, give it another go.

ABUNDANT

No one has a monopoly on any part of the East Bay area, so we welcome multiple perspectives on a given region or topic.

IMAGINATIVE

Be direct. Know what you want to say and say it clearly. The spirit of adventure, or forging new paths, can't be conveyed with vague or ambiguous language.

GENERAL RULES

- Less is more. If you can say it in 5 words, don't use 10.
- Avoid puns whenever possible.
- Use exclamation points sparingly, if at all. There are better ways to show enthusiasm.
- The Visit Pleasant Hill voice is like that of a knowledgeable guide—proud of their city, but not desperate to convince you of its greatness. They present the facts and let you decide for yourself, occasionally adding unique insights, a colorful phrase, or a touch of light humor.

BRAND TONE

The tone should be lighthearted yet grand, welcoming and proud. We should speak with a sense of pride, telling stories that inspire travelers, while keeping it fun, engaging, and entertaining. How we communicate is just as important as what we say. Here are some helpful tips to ensure we strike the right tone.



DO:

- Keep it short and to the point.
- Use simple, everyday language as if talking to a friend.
- Be specific, especially when describing places.
- Offer your thoughts or suggestions.
- Pose a question.
- Express feelings.
- Use strong, action-oriented verbs.
- Focus on positive phrasing.
- Catch attention with creative, unexpected ideas.
- Consider what the traveler might be thinking or feeling.
- Encourage people to engage, share, or contribute.
- Follow the Associated Press Stylebook and refer to Merriam-Webster for word usage.



DON'T:

- Avoid using overly fancy or decorative language.
- Skip idioms.
- Steer clear of puns.
- Don't rely on clichés.
- Avoid marketing buzzwords.
- Limit the use of exclamation points.
- Stay away from criticism, negativity, or boasting.
- Avoid discussing sensitive or controversial topics like religion or politics.

HOW WE SPEAK TO CONSUMERS

SAMPLE COPY:
Pleasant Hill Park

HEADLINE:

Discover the Charm of Pleasant Hill Park!

CONTENT:

Nestled in the heart of our vibrant community, Pleasant Hill Park is a hidden gem waiting to be explored! With its lush green spaces, walking trails, and playgrounds, it's the perfect spot for a family picnic or a leisurely afternoon stroll.

Bring your favorite book, grab a blanket, and soak up the California sun while the kids enjoy the swings and slides. And don't forget to check out the seasonal events—there's always something fun happening here!

Whether you're a local or just passing through, Pleasant Hill Park invites you to unwind and connect with nature. So why not gather your friends and family, pack some snacks, and make it a day to remember?

Come for the park, stay for the memories!

RESOURCES TO INCLUDE IN COMMUNICATION:

- Use relevant imagery and videos, whether from campaigns or long-term content.
- Highlight local businesses, such as nearby restaurants, hotels, and rental services.
- Mention available camping spots.
- Include related activities, like things to do along the nearby coast.
- Link to pages for nearby cities.
- Incorporate user reviews.

VISION & MISSION

Pleasant Hill's Tourism Improvement District (TID) supports marketing initiatives aimed at boosting awareness and encouraging overnight stays at the city's hotels. The Visit Pleasant Hill brand is dedicated to promoting and fostering long-term visitor growth for the city in a way that consistently highlights the best experiences Pleasant Hill has to offer

VISION

Pleasant Hill is a sought-after destination from which visitors can explore all that the Bay Area and Northern California have to offer. It is recognized for its vibrant events, outstanding facilities, and convenient accessibility.

MISSION

To promote Pleasant Hill's location, recreational facilities, and events while investing in innovative and practical ways to enhance each aspect for an exceptional visitor experience.

MESSAGING

When deciding how best to talk about Pleasant Hill, this piece of messaging is a great place to start. It covers a little bit of everything in terms of what the city is offering and why potential visitors should visit Pleasant Hill.

FEEL AT HOME

We embrace adventure here in Pleasant Hill, and there's no shortage of it! But after a busy day of work or exploration, you'll discover a welcoming oasis to unwind from the hustle and bustle. Our friendly community is just a quick BART ride away from the vibrant excitement of San Francisco and a short distance from the world-class wineries of Napa and Sonoma Valleys. With fantastic restaurants, affordable accommodations, and warm locals, you'll find everything you need to feel right at home.

Come visit us and experience it for yourself!

MESSAGING

WELCOME TO THE CENTRE OF EVERYTHING

Nestled in the heart of the Bay Area, Pleasant Hill is truly the center of everything, offering unparalleled access to the best that Northern California has to offer. Just a short drive or BART ride away from bustling San Francisco, visitors can easily enjoy the city's vibrant culture and iconic landmarks.

Simultaneously, the picturesque landscapes and world-renowned wineries of Napa and Sonoma Valleys are within reach, making it easy to indulge in local flavors and breathtaking scenery. With its strategic location, excellent recreational facilities, and a community that welcomes all, Pleasant Hill serves as the perfect launching pad for adventure, relaxation, and exploration in the region.

AUDIENCE

Visit Pleasant Hill embraces an open community where everyone is warmly welcomed. However, we understand that Pleasant Hill has a unique allure that resonates with specific individuals.

These demographics offer valuable insight into who we engage with and the reasons behind our communication approach.

THE TOURIST

Travelers visiting the area for leisure, often exploring attractions in San Francisco or Wine Country, are experience-driven and seek memorable, shareable moments.

THE CIRCUMSTANTIAL TRAVELER

Business travelers who stay for 1 to 4 nights, typically repeat visitors. They come from various professional backgrounds, ranging from blue-collar workers to management, with their companies covering expenses for food, lodging, and transportation.

EXTENDED FAMILY

Families visiting loved ones or friends, often repeat visitors who gather to celebrate special occasions, whether regular family reunions or significant milestones like graduations.

SPORTS / EVENT TRAVELER

Individuals visiting for sports events or other gatherings that require an overnight stay.

STOPOVER TRAVELER

Travelers in search of a safe, accessible, and budget-friendly place to rest during their road trips.

LOGO SYSTEM

LOGO SYSTEM OVERVIEW

The logo system for "Visit Pleasant Hill" employs a bold, modern wordmark with a layered, thematic approach that reflects the area's attractions and culture.

Here's a breakdown of the visual elements:

1. **Text Design:** The word "VISIT" is prominently displayed in uppercase letters, each filled with a photographic image, emphasizing the diversity of activities and landscapes in and around Pleasant Hill. The photographic letters provide an engaging, lively feel.
2. **Imagery Inside "VISIT":**
 - V: Orange poppies represent local flora and outdoor parks.
 - I: A glass of wine signifies the area's wine culture, hinting at nearby vineyards or wine-tasting experiences.
 - S: The iconic Golden Gate Bridge represents the proximity to San Francisco, a key reference for tourism appeal.
 - I: Vineyards suggest local or regional wine production, reinforcing the wine country aspect.
 - T: A hot air balloon soaring over scenic hills suggests adventure and exploration opportunities, appealing to outdoor enthusiasts.
3. **Textual Contrast:**
 - The words "PLEASANT" and "HILL" are styled distinctly, with "PLEASANT" in vibrant orange, which creates warmth and friendliness, and "HILL" in bold green, emphasizing the geographical feature in a grounded, modern way.
4. **Color Palette:**
 - The palette features warm oranges and greens, reflective of nature and vibrancy, and contrasts well with the photographs, creating a welcoming and dynamic feel.

The logo effectively captures Pleasant Hill's charm, using imagery to showcase diverse activities like wine tasting, outdoor adventures, and nearby urban landmarks. This system is designed to draw tourists and highlight the area as a central, accessible hub for experiences.

PRIMARY LOGO



PRIMARY LOGO

The "Visit Pleasant Hill" logo features bold, uppercase letters filled with vibrant images that showcase the area's key attractions, including local flora, wine culture, scenic vineyards, and proximity to San Francisco. The text "PLEASANT" appears in energetic orange, while "HILL" is highlighted in a bold green on a white backdrop, creating a welcoming and dynamic representation of Pleasant Hill as a hub for nature, adventure, and regional experiences.



– LOGOTYPE + COLOR

COLOR CAN BE USED TO CUSTOMIZE LOGO. CLOUD NINE AND SUPERBLOOM YELLOW ARE THE PRIMARY COLORS, BUT OTHER REGIONALLY INSPIRED COLORS IN THE COLOR PALETTE CAN BE USED.



– LOGOTYPE AS ONE COLOR

WHEN USING THE LOGO IN ONE COLOR, BRAND COLORS SHOULD ALWAYS BE USED, WITH CLOUD NINE GREEN AND SUPERBLOOM YELLOW AS THE PRIMARY CHOICES.

PRIMARY LOGO ON DARK

The monochromatic "Visit Pleasant Hill" logo in white features bold, uppercase letters with a clean and unified appearance, designed for dark backgrounds. The simplified design maintains the strong, modern wordmark, ensuring high visibility and elegance while representing Visit Pleasant Hill's identity with clarity and sophistication.

The image shows the primary logo for Visit Pleasant Hill on a dark teal background. The word "VISIT" is written in a large, bold, white, sans-serif font. Below it, the words "PLEASANT" and "HILL" are stacked in a smaller, bold, white, sans-serif font. The "HILL" is positioned to the right of "PLEASANT", creating a staggered effect. The overall design is clean and modern, with high contrast between the white text and the dark background.

PRIMARY LOGO
in any of the
brand colors

The monochromatic "Visit Pleasant Hill" logo in any brand color, bold, uppercase letters with a clean and unified appearance, designed to work with any background. The simplified design maintains the strong, modern wordmark, ensuring high visibility and elegance while representing Visit Pleasant Hill's identity with clarity and sophistication.

**VISIT
PLEASANT
HILL**

**VISIT
PLEASANT
HILL**

PRIMARY LOGO CLEAR SPACE

Always leave enough clear space around the logo. See diagram for exact amount of clear space.



– X HEIGHT

X = THE HEIGHT OF "PLEASANT"

STACKED LOGO

This stacked logo is intended for use in small spaces, and in special cases where another design option is required.

Examples of usage:

- On Visit Pleasant Hill– sponsored materials.
- Narrow advertising banners
- Any layouts where the primary logo isn't suitable.
- On Visit Pleasant Hill– sponsored materials.
- Footers, whether printed or on the web.
- Narrow advertising banners.
- Web page headers.



VISIT
PLEASANT HILL

The logo consists of the word "VISIT" in a large, bold, sans-serif font. Each letter is a different color: V (yellow), I (light green), S (red), T (teal), and T (maroon). Below "VISIT" is the word "PLEASANT HILL" in a smaller, bold, dark green sans-serif font.

– LOGOTYPE + COLOR



VISIT
PLEASANT HILL

The logo consists of the word "VISIT" in a large, bold, yellow sans-serif font. Below "VISIT" is the word "PLEASANT HILL" in a smaller, bold, yellow sans-serif font.

– LOGOTYPE AS ONE COLOR



VISIT
PLEASANT HILL

The logo consists of the word "VISIT" in a large, bold, white sans-serif font. Each letter is filled with a different image: V (orange poppies), I (a hand holding a wine glass), S (the Golden Gate Bridge), T (a green vineyard), and T (a hot air balloon). Below "VISIT" is the word "PLEASANT HILL" in a smaller, bold, yellow sans-serif font.

– LOGOTYPE + IMAGE

STACKED LOGO ON DARK

All parts of the logo should be easily legible.

When using the logo on a dark background, set the logo type in Sky White.

If the Background color is distracting, use any of the brand colors as a solid color fill for the "VISIT".

Always make sure there is enough contrast between the background and the whole logo.

The image shows a dark teal rectangular background. Centered on this background is the text 'VISIT PLEASANT HILL' in a bold, white, sans-serif font. The word 'VISIT' is on the top line, and 'PLEASANT HILL' is on the bottom line. The letters are large and have a consistent weight throughout, with no italics or special styling. The spacing between letters and words is uniform.

VISIT
PLEASANT HILL

STACKED LOGO CLEAR SPACE

Always leave enough clear space around the logo. See diagram for exact amount of clear space.



— X HEIGHT

X = THE HEIGHT OF "PLEASANT"

.COM LOGO

The .com logo is meant for use when directing traffic to the Visit Pleasant Hill website. It is most commonly used on advertising materials. This is not the primary logo and should not be used as such.

EXAMPLES OF USAGE:

- Advertising campaign collateral.
- Advertising banners.



— LOGOTYPE + COLOR



— LOGOTYPE AS ONE COLOR



— LOGOTYPE + IMAGE

OVERALL LOGO GUIDELINES

The following guidelines apply to all Visit Pleasant Hill logos: Primary Logo, Stacked Logo, and .com Logo.

LOGO USAGE GUIDELINES

To maintain a consistent and cohesive brand identity, the following general guidelines for logo usage have been established.



General Guidelines:

- Use the primary horizontal logo as often as possible. For smaller or limited spaces, opt for the stacked version.
- Utilize logo files provided as Adobe Illustrator-based SVG files.
- Stick to the Visit Pleasant Hill color palette: CMYK values for print and RGB/HEX codes for web. For precise print colors, use the PMS numbers provided.
- The logo must always be displayed upright.
- Maintain the required minimum clear space around the logo, as detailed in the clear space guidelines. Only use the provided artwork.
- Logos must be scaled proportionally. Avoid any distortion that alters the relationship between the icons and letterforms.
- SVG files are vector-based and can be scaled infinitely, ensuring proper resolution for all reproduction needs.
- Logos should be reproduced directly from digital files, never from previously printed materials.



Please Don't:

- Recreate, remove, crop, or alter the logo.
- Change the colors of the logo.
- Place the logo on backgrounds that create visual vibrations.
- Alter the logo's orientation.
- Enclose the logo in a white box when placed on a dark or busy background.
- Apply glow effects to the logo.
- Use drop-shadow effects on the logo.
- Modify the size or placement of any logo elements.
- Stretch or compress the logo, distorting its proportions.
- Adjust the kerning of the text in the logo.

An aerial photograph of a garden during autumn. The scene is dominated by a variety of trees with vibrant foliage in shades of green, yellow, orange, and red. A winding stone path or stream bed cuts through the garden, and a paved walkway is visible on the left side. The overall composition is rich and colorful, showcasing the seasonal palette of the landscape.

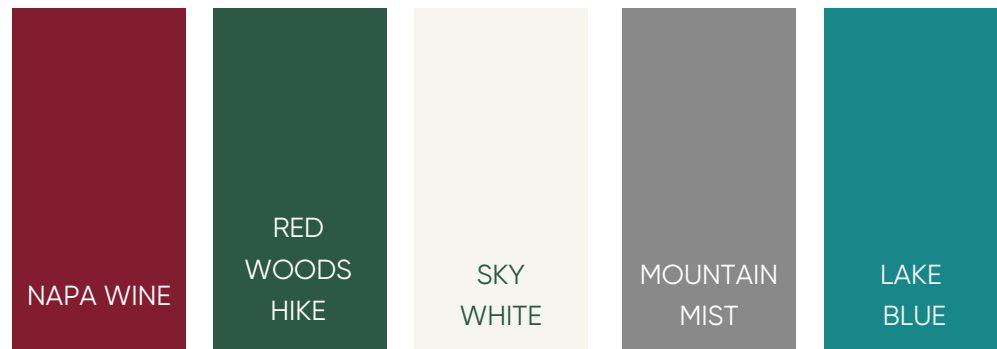
COLOR PALETTE

COLOR PALETTE OVERVIEW

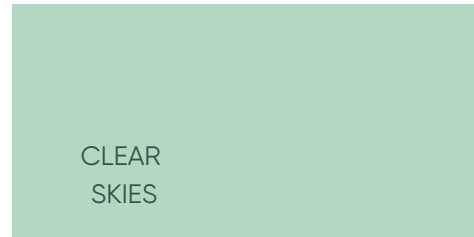
Our color palette draws inspiration from the beauty of Pleasant Hill and the diverse features that make up our community.

COLOR PALETTE

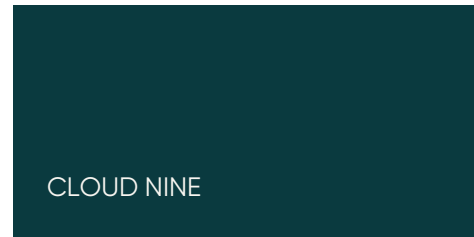
The Visit Pleasant Hill palette consists of a primary set of colors, complemented by a secondary family of hues inspired by the diverse landscapes and natural beauty of our region.



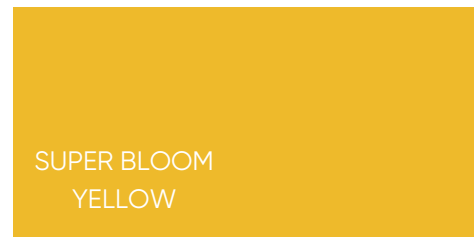
**PRIMARY
COLORS**



HEX: #b4d7c3
RGBA: (180,215,195,255)
PANTONE: 5523 C



HEX: #0a3a3f
RGBA: (10,58,63,255)
PANTONE: 547 C



HEX: #eeba2b
RGBA: (238,186,43,255)
PANTONE: 143 C



HEX #c03446
RGBA: 192,52,70,255)
PANTONE: 703 C

**SECONDARY
COLORS**



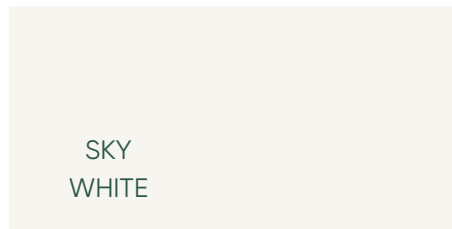
NAPA WINE

HEX: #821d30
RGBA: (130,29,48,255)
PANTONE: 188 C



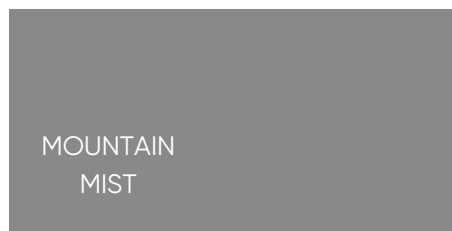
RED
WOODS
HIKE

HEX: #2b5945
RGBA: (43,89,69,255)
PANTONE: 554 C



SKY
WHITE

HEX: #f7f5f0
RGBA(247,245,240,255)



MOUNTAIN
MIST

HEX #898989
RGBA: (137,137,137,255)
PANTONE: 7538 C



LAKE
BLUE

HEX #178789
RGBA: (23,135,137,255)
PANTONE: 7717 C

COLOR PALETTE USAGE GUIDELINES

Visit Pleasant Hill's color system can speak to different audiences based on the color combinations. It can be authoritative, corporate, regional and fun. Be mindful of the following guidelines.



General Guidelines:

- Utilize the Visit Pleasant Hill color palette exclusively: CMYK values for print and RGB/HEX codes for the web.
- Employ the primary palette as the main color scheme, using regional accent colors.
- Select colors from the Visit Pleasant Hill palette that harmonize well with each other.



Please Don't:

- Change color values or add tints or other hues.
- Use color combinations that create visual vibrations, such as pairing the Pleasant Hill colors with those from neighboring regions.

TYPOGRAPHY

TYPOGRAPHY

overview

Typography is a key element of our brand identity—it allows us to express the Visit Pleasant Hill brand, whether paired with photography or standing alone. Our chosen typefaces provide the versatility needed to showcase the richness of what Pleasant Hill has to offer, featuring a wide range of weights and headline styles

TYPOGRAPHY
PRIMARY SANS

Gilroy is our primary, sans serif typeface, a sleek and contemporary font that embodies Visit Pleasant Hill's forward-thinking spirit. With a wide range of weights, Gilroy offers the versatility to craft diverse visual styles, perfectly aligning with the unique blend of community, culture, and lifestyle that Visit Pleasant Hill represents. Whether for bold headlines or subtle body text, this typeface ensures that our message remains clear, modern, and impactful, helping Pleasant Hill shine on both a local and global scale.

Gilroy

IS OUR PRIMARY SANS SERIF TYPEFACE

HEADLINE TYPE

GILROY WORKS GREAT FOR HEADLINES WHEN SET IN ALL CAPS BECAUSE IT GIVES OUR HEADLINES CONFIDENCE.

SUBHEAD TYPE

GILROY HAS A VARIETY OF WEIGHTS, WHICH GIVES US THE OPPORTUNITY TO USE IT AS A SUBHEAD AS WELL.

Flimsy wobbles and zesty drumbles flip-flop across the jigglymead, while squishy flibbets snorfle and twiddle in the glimmerflick. Gloopy wibbles buzz and zip, leaving a trail of shimmerfuzz behind.

READS WELL AT LARGE AND SMALL SIZES. WHEN USING AS BODY COPY, SET IN SENTENCE CASE TO ACHIEVE THE BEST LEGIBILITY.

TYPOGRAPHY
PRIMARY SANS

PURCHASE THE GILROY FONT
FAMILY FROM:

<https://www.myfonts.com/collections/gilroy-font-radomir-tinkov>

GILROY

GILROY EXTRA BOLD

GILROY LIGHT

GILROY

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

£ & @ ? ! / + (. , ;)

GILROY EXTRA BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

£ & @ ? ! / + (. , ;)

GILROY LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

£ & @ ? ! / + (. , ;)

TYPOGRAPHY PRIMARY SERIF

Noto Serif is our primary serif typeface. This elegant and classic serif reflects the rich history of Pleasant Hill. With a variety of weights, Noto Serif offers the flexibility to craft diverse visual styles that capture the unique character and charm of Pleasant Hill's vibrant community. Whether evoking traditional sophistication or contemporary flair, this typeface ensures our message remains both refined and adaptable.

NOTO SERIF

IS OUR PRIMARY SERIF TYPEFACE

HEADLINE TYPE

NOTO SERIF CAN BE USED FOR HEADLINE TYPE TO ADD VARIETY

SUBHEAD TYPE

WE PREFER TO USE GILROY FOR THE SUBHEAD TYPE

Flimsy wobbles and zesty drumbles flip-flop across the jigglymead, while squishy flibbets snorfle and twiddle in the glimmerflick. Gloopy wibbles buzz and zip, leaving a trail of shimmerfuzz behind.

NOTO SERIF IS OUR PREFERRED BODY COPY TYPEFACE. IT PAIRS WELL WITH GILROY AND BOTH CAN BE USED TO ADD VARIETY OR HIERARCHY TO A LONGER DOCUMENT OR WEB PAGE.

TYPOGRAPHY
PRIMARY SERIF

AVAILABLE FOR FREE

<https://www.1001fonts.com/noto-serif-font.html>

NOTO SERIF BOLD
NOTO SERIF REGULAR
NOTO SERIF ITALIC
NOTO SERIF BOLD ITALIC

NOTO SERIF REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
£ & @ ? ! / + (. , ; ;)

NOTO SERIF BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
£ & @ ? ! / + (. , ; ;)

NOTO SERIF ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
£ & @ ? ! / + (. , ; ;)

NOTO SERIF BOLD ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
£ & @ ? ! / + (. , ; ;)

TYPOGRAPHY **DISPLAY**

Franklin Gothic is our display font, a modern typeface that is built on a rich visual heritage, this typeface gives our materials a unique and fun personality that Visit Pleasant Hill embodies.

FRANKLIN GOTHIC

IS OUR DISPLAY FONT

TYPOGRAPHY
DISPLAY

PURCHASE FROM:
<https://font.download/font/franklin-gothic>

FRANKLIN GOTHIC BOLD
FRANKLIN GOTHIC ITALIC
FRANKLIN GOTHIC LT

GZA SEMINEGRA Aa Bb

Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (.
, : ;)

GZA SEMINEGRA ITALIC Aa

Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. : ;)

GZA SEMINEGRA Aa Bb

Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3
4
5 6 7 8 9 0 £ & @ ? ! / + (.
, : ;)

TYPOGRAPHY **SCRIPT**

Nickainley is a monoline script typeface with a retro and vintage feel. It features clean and smooth, connected letterforms that resemble casual, hand-drawn cursive writing. The monoline style means that the stroke thickness remains consistent throughout the letters, giving it a polished yet approachable look.

Nickainley is well-suited for the Visit Pleasant Hill brand to use in projects that that require a touch of elegance with a playful, vibe.

This font should be used with letterspacing set at 0

Nickainley
IS OUR SCRIPT FONT

TYPOGRAPHY
SCRIPT

PURCHASE FROM:
[https://www.fontfabric.com/f
onts/nickainley](https://www.fontfabric.com/fonts/nickainley)

Nickainley Normal

QZA SEMIWEIGHT Aa Bb Cc
Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. . .)

TYPOGRAPHY EXAMPLE LAYOUT

This is an visual example of how the brand fonts work together, from headlines to body copy. Use the information on previous typography pages for what specific fonts to use for headlines and body copy.



ALTERNATE FONTS

The following alternate fonts should only be used for internal materials when absolutely necessary. Examples include PowerPoint or Google Slides presentations when the preferred brand fonts are unavailable.

Never use these alternate fonts if the brand fonts can be accessed. Vendors must request our font package before using any alternate fonts

ALTERNATE FONT SANS-SERIF

Use Arial in place of Gilroy and as a last resort.

This family should be available as part of your computer's system fonts.

ARIAL

IS TO BE USED IN PLACE OF GILROY

ARIAL BLACK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ;)

ARIAL REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ;)

ARIAL BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ;)

ARIAL ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ;)

ARIAL BOLD ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ;)

ALTERNATE FONT SERIF

Use Georgia in place of
Sentinel and as a last
resort.

This family should be
available as part of your
computer's system fonts.

GEORGIA

IS TO BE USED IN PLACE OF NOTO SERIF

GEORGIA BOLD Aa Bb Cc Dd

Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ;)

GEORGIA *BOLD ITALIC* Aa

Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ;)

GEORGIA *ITALIC* Aa Bb Cc

Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ;)

GEORGIA REGULAR Aa Bb Cc

Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ;)

PHOTOGRAPHY



PHOTOGRAPHY

overview

Composition, perspective, and color grading are essential for enhancing images and conveying the essence of Visit Pleasant Hill. Thoughtfully planned compositions and varied angles can spark curiosity in viewers, while colors should accurately reflect the location.

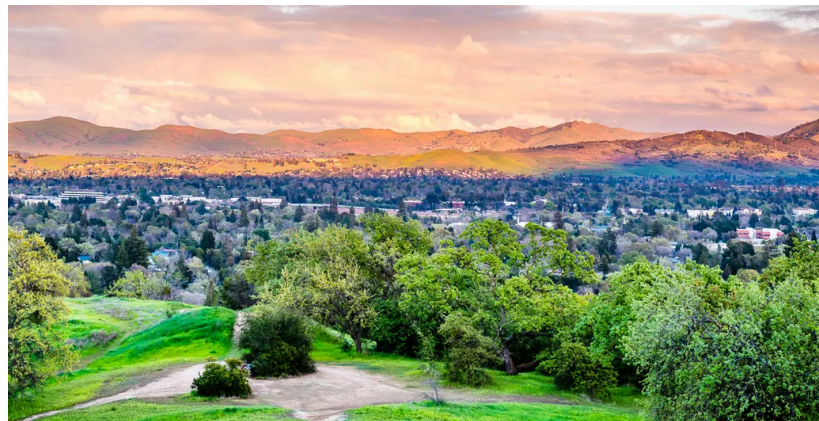
Photography featuring people should celebrate diversity and create a welcoming atmosphere for everyone. We aim to portray Pleasant Hill in an authentic, and distinctive manner that sets us apart from other travel agencies.

Avoid images of solo travelers peering over cliffs or into the void. Instead, showcase individuals hiking on trails, biking with helmets, and boating with life jackets.

PHOTOGRAPHY LANDSCAPES

Pleasant Hill's diverse landscapes will provide stunning backdrops that complement Visit Pleasant Hill's identity.

Big scenes will capture the breadth of the region while more personal shots will showcase Pleasant Hill and its people.



PHOTOGRAPHY PEOPLE

We won't glorify people. Instead, we will tell the story of Visit Pleasant Hill with a more intimate point of view. Since our logo mark serves as a window into the Pleasant Hill experience, we'll photograph people from a third-person point of view, looking into their experience. Images of people will also help to determine scale against massive backgrounds.



PHOTOGRAPHY AERIAL

Based on the research we've done, not many tourism commissions utilize aerial photography in their content. We find there is tremendous opportunity in creating imagery that serves as texture to complement other photographic content.



PHOTOGRAPHY
TEXTURES





THANK YOU

This style guide was created by Fire Finch Design Studio for Visit Pleasant Hill.

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