

VENDOR TOOLKIT

UPDATED 1.20.25

2025 VISIT CALIFORNIA

Outlook

FORUM



OVERVIEW

The Gateway City

The branding for this year's tourism conference draws inspiration from the vibrant energy of Los Angeles, focusing on bright, captivating colors and immersive photography that highlights the city's dynamic spirit. Embracing the theme of the Gateway City, key experiences, such as cultural events, scenic landscapes, and iconic destinations, serve as the foundation of the visual identity, creating a narrative that speaks to California's rich tourism opportunities. The bold design reflects Visit California's renewed confidence and creativity, signaling optimism and a readiness to embrace the future of travel in a post-pandemic world.

Collage of Culture

This year's branding pushes the envelope, aiming to re-energize the industry by blending playful elements with a fresh sense of adventure. The bright palette and lively photography encourage attendees to engage with the possibilities of tourism in California, promoting excitement and inspiration even in a year of transition. It's a celebration of the state's resilience, beauty, and ongoing appeal to travelers from around the globe.



Typography

The conference brand utilizes Visit California fonts – Greycliff and Quincy.

Greycliff: used for most materials and all smaller type.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Quincy: used for titles or special cases.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Color Palette

The vibrant essence of Los Angeles comes to life through a balanced palette of warm and cool tones. The warm hues evoke the sunny spirit of Southern California, while the cool tones reflect the coastal and urban landscape. Gradients between adjacent colors can be used in backgrounds to add depth and dimension.

Red

CMYK: 5, 90, 95, 0
RGB: 228, 65, 43
HEX: e4412b

Orange

CMYK: 0, 60, 100, 0
RGB: 245, 130, 32
HEX: f58220

Sun

CMYK: 2, 25, 98, 0
RGB: 248, 192, 27
HEX: f8c01b

Dark Blue

CMYK: 100, 82, 17, 48
RGB: 2, 38, 86
HEX: 022656

Blue

CMYK: 95, 55, 0, 0
RGB: 0, 109, 183
HEX: 006db7

Sky

CMYK: 46, 0, 17, 0
RGB: 131, 209, 214
HEX: 83d1d6

Gradients

To enhance depth in background elements and arches, subtle two-color gradients can be applied. Each gradient should remain understated, avoiding the mix of warm and cool tones from the palette. Below are the approved, premade gradients.

Dark Blue Gradient

HEX: 022656 → HEX: 006db7

Red Gradient

HEX: e4412b → HEX: f58220

Blue Sky Gradient

HEX: 006db7 → HEX: 83d1d6

Orange Gradient

HEX: f58220 → HEX: f8c01b

Sky Gradient

HEX: 00b2c4 → HEX: 83d1d6

Sun Gradient

HEX: f8c01b → HEX: ffdd00

GRAPHIC OVERVIEW

Collage Designs

The heart of the design is based on the collection of Los Angeles sights, architecture and experiences mixed with large rounded gateway arches. Each collage consists of four main elements layered as follows:

1 Color Base and City Overlay

Each collage begins with a gradient background, followed by a scenic photo of Los Angeles layered on top.

2 Gateway Arches and Color Cut

Colorful arch elements are layered over the background, varying in size and position to interact with other design components. When a color cut is applied, arch colors shift to alternate side of the color palette.

3 Paper Texture

A subtle photo paper texture adds a tactile quality to the piece.

4 Iconic Architecture

Iconic city landmarks and architecture add a unique perspective to each collage. These elements are colored blue or teal, blending with the background.

5 Key Experiences and People

The final touch includes elements that capture the personal culture and experiences of Los Angeles. Tinted blue, these features stand out against the vibrant tones of the surrounding elements.



City Overlay Backgrounds



Blue Background



Teal Background



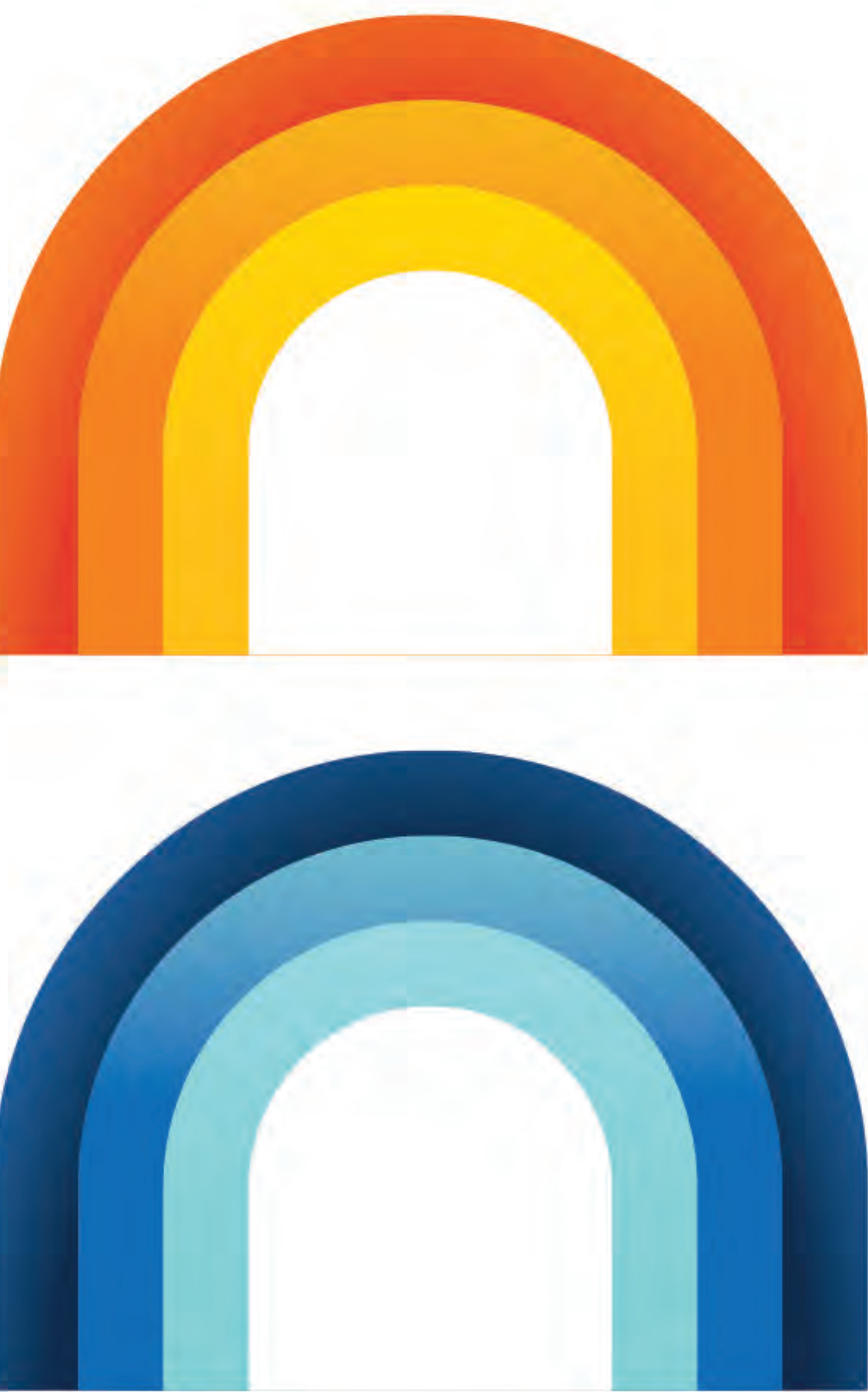
- Layer 1**
Blue Sky Gradient
(See page 4 for color builds)
- Layer 2**
Grayscale Image (Format TIFF)
Colored Dark Blue in Illustrator
Effect
Transparency > Soft Light > Opacity 50-100%



- Layer 1**
Sky (teal) Gradient
(See page 4 for color builds)
- Layer 2**
Grayscale Image (Format TIFF)
Colored Dark Blue in Illustrator
Effect
Transparency > Soft Light > Opacity 50-100%

Gateway Arches

Colorful gateway arches are a central element of the design system, embodying the gateway city theme. These arches can vary in color and size, interacting flexibly with other design elements. Arch layers should maintain consistent widths and use colors from the same side of the palette – either warm or cool – unless a color cut is applied. Each layer features a subtle gradient for added depth.



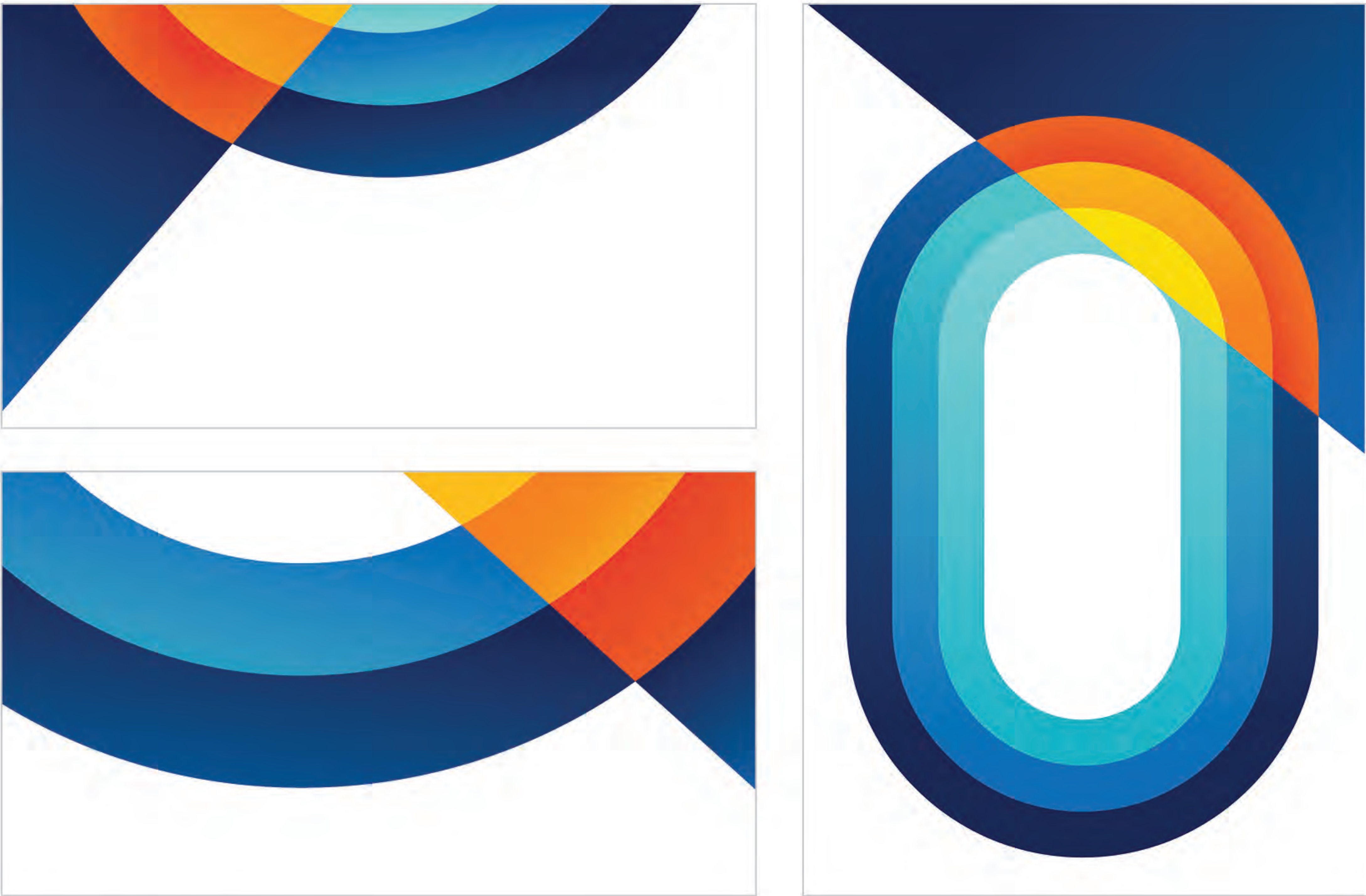
Warm and Cool Tone Arches



Arches Applied

Color Cuts

Diagonal color cuts can be added to the upper corners of a design, featuring a Dark Blue background that inversely affects any arches it intersects: dark blue shifts to red, blue to orange, and sky to sun. These shifts can vary slightly. Key experiences or people tinted blue remain unaffected by these color cuts.



Color Cut Examples

Paper Texture

A subtle paper texture is applied after the base background elements, but before architecture and people. This texture file can be used in any orientation to give variation to the designs.



Background layers

- Gradient color
- Soft light photo
- Gateway arches

Texture layer

Image (JPG or PSD)

Effect

Transparency > Color Burn > Opacity 60-100%

Iconic Architecture

Including notable city architecture adds unique perspectives and complements the background imagery, reflecting Los Angeles’s culture. Architectural elements are tinted red or orange to blend seamlessly with background elements. They may be positioned behind or in front of arches, depending on the design layout, but should never be placed over key experiences or people.

These photos have a Sky color treatment when key experiences or people are involved. When no key experiences are involved, it can be colored Blue to have better color balance.



Background Layer

Blue Sky Gradient & Image Overlay
(See page 6 for instructions)

Layer 2

Architecture Image (Photoshop File)
Colored Sky in Photoshop

Effect
Normal
(may need to add additional adjustment layers depending on the chosen photo)



Architecture Example



Architecture Example

Key Experiences and People

Adding the final layers to the design are the key experiences and people. These photos represent the personal and experiential side of California. Experiences can be random or industry focused and highlight people rather than locations or objects.

To stand out from the background elements, these key photos are tinted blue, adding some cooler tones which balance the overall design. Key experiences and people should only be tinted blue.



Graphics Tutorial

Scan or click the QR code to view a quick tutorial on how to colorize photos.

1. Open your full color image and do a save as with the name of your new file. (To preserve your original).
2. Convert it to a grayscale image. (see tip, right)
3. Merge layers if you have adjustment layers, then create a clipping mask.
4. Change mode to duotone. A Duotone dialog box will appear. Load the preset “Blue Quadtone.ado” provided with the assets of this toolkit.
5. Add any adjustment layers needed to enhance your image.
6. Lastly, change the mode to RGB and save your image without merging layers. Your image is now ready to place into your layout.

TIP to obtain a good grayscale image

- Change mode to Lab Color
- Go to channels and throw away layers a and b
- Change mode to grayscale
- Apply any adjustment layers needed to further enhance the image



Included Resources

A collection of assets have been created to help apply this theme across all print and digital materials. Collage elements can be used in various combinations to best complement your piece. To maintain brand standards, please follow the guidelines in the toolkit and reference the materials provided.



Graphics Tutorial

Scan or click the QR code to view a quick tutorial on how to navigate resources and create your own materials.

Design Assistance

Feel free to reach out with any questions, assistance in making brand materials or feedback to ensure brand consistency.

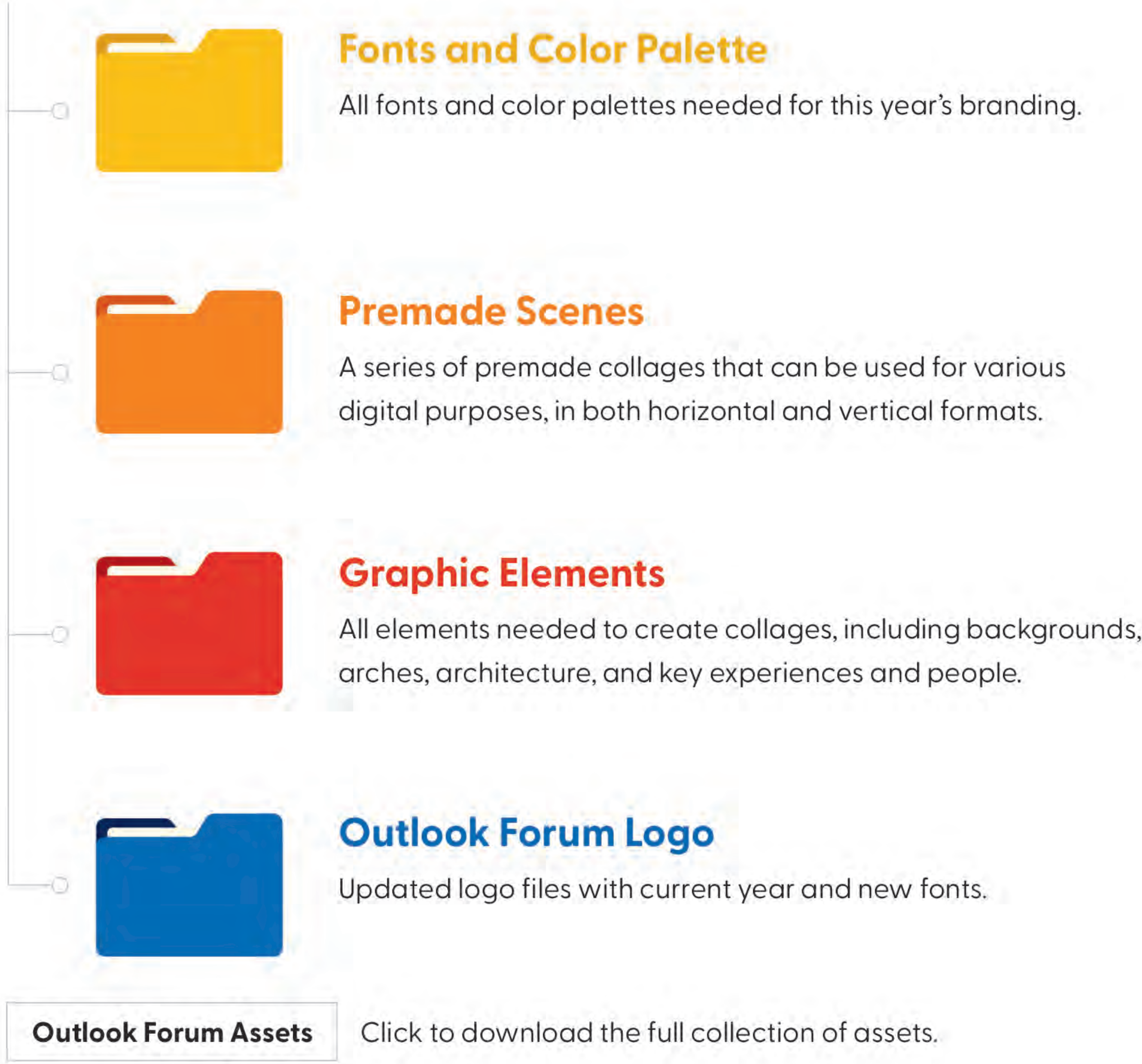
Page Design Team – VisitCA@pagedesign.com

Jonathan Stellmach
Art Director

Emilie Johal
Senior Visual Designer

Sherril Cortez
Production Manager

Toolkit File Structure



SAMPLE MATERIALS

Stage Design



Breakout Room Sign



Name Badges



Hotel Key Card



Color Logo

