



BRAND STANDARDS
March 2016

Overview

The following is brand standards for Fairfield, CA. Typefaces, logos, colors, positioning statement and design elements are all defined with the purpose of creating a consistent brand language to be used by all stakeholders and media, both visually and conceptually. Brand standards create a strong guideline from which to successfully launch a new identity while maintaining brand extension and continuity for years to come. The combination of all approved graphic elements interact with each other to create a consistent design enhancing the Fairfield Conference & Visitors Bureau's ability to attract, interact, react and track marketing and community strategy towards the uncomplicated, uncongested and unspoiled essence of Fairfield.

Branding Blueprint

BRAND ELEMENTS

STRATEGIES, DESCRIPTIONS, COMMENTS

Brand Product/Service

The Fairfield Conference & Visitors Bureau promotes Fairfield hotels, area attractions, outdoor activities, restaurants, events.

Brand Vision

The Association is successfully promoting the area resulting in Fairfield hotels having an 80% occupancy rate. Top-of-mind awareness for meeting planners, group tour planners and families.

Brand Positioning

Currently target audiences have limited awareness of what's available in Fairfield. Would like to be the go-to organization for meeting planners, group tour planners, Bay Area and No. CaL families and travelers from throughout the U.S. and the world.

Brand Target

Meeting planners, tour operators, media. San Francisco Bay Area and Sacramento families, wine enthusiasts, sports enthusiasts as well as travelers from across the U.S. and internationally.

Brand Name

Fairfield Tourism Association (considering name change to include meetings market)

Brand Identity

Current logo: farmlands: "Welcome to Good Natured Fairfield, California." (Suitable for tourism, visitors, but won't work for meetings market).

Brand Promise

The Association is the primary information source providing equal information for all hotels and things to do-attractions, hotels, food, outdoor, events, wineries, etc.

Brand Character

The Association provides accurate, non-biased information.

Brand Quality

The Association promotes Solano County's premiere hotels, which have more variety than neighboring communities. Also promotes attractions, events, outdoor, restaurants, wineries.

Brand Value

High value, moderate pricing. Your money goes further in Fairfield. Wide range of dining options. Top tourist attractions including some with national recognition-Jelly Belly, Wineries

Brand Packaging

Needs packaging such as: Itineraries, Visitor Tours, Hotel Packages, Collateral, Media Fam Trips, meetings information on website.

Brand Distribution

Website, Trade Shows, Print advertising.

Brand Association

Jelly Belly, Anheuser-Busch, Solano Grown (farms and wineries), Travis, Western Railway Museum.

Brand Credentials

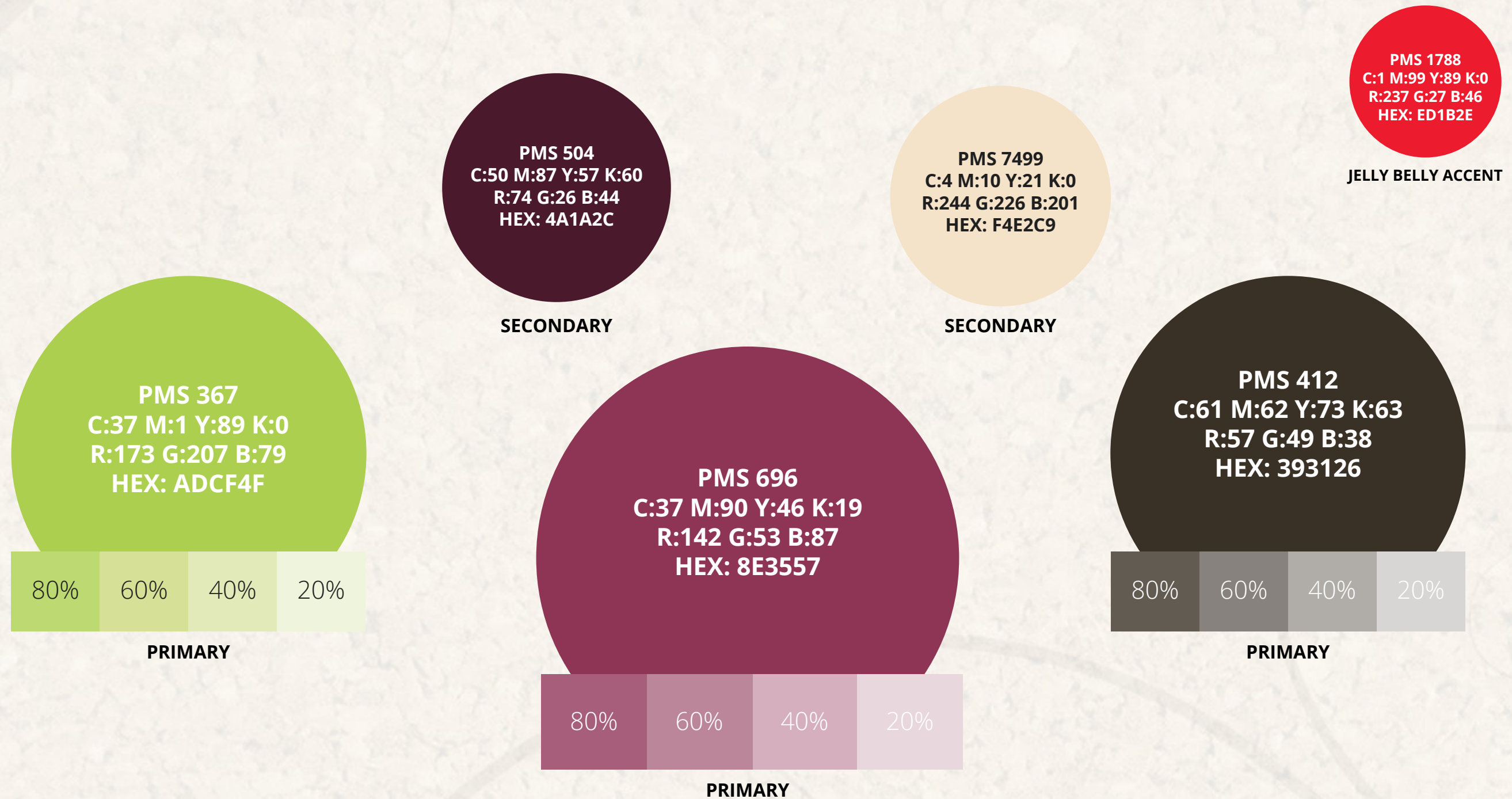
Jelly Belly-Best Factory Tour in U.S.; California Downtown Association Award; Award-winning Suisun Valley wineries, Golf; outdoor activities, open space. Centrally located.

Brand Message

The Fairfield Conference & Visitors Bureau will assist you in planning your meeting or a family getaway to the Fairfield area and the Suisun Valley.

Color Palette

The color palette for Fairfield, CA consists of three primary colors and two secondary colors, all used to emphasize the abundant wineries within the Fairfield area as well as the Jelly Belly accent for the most popular attraction in Fairfield.



Font Families

The primary font is Bilbo Swash Caps. This family is ideal for headlines and other display uses, which gives added warmth to the message. The secondary font, Open Sans, is used to compliment the primary font. This font was designed with an upright stress, open forms and a neutral, yet friendly appearance. It is optimized for print, web, and mobile interfaces.

PRIMARY TYPEFACE - Bilbo Swash Caps

Aa Bb Cc 123 *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Fairfield California

Fairfield California
Bilbo Swash Caps 36pt

Fairfield California
Bilbo Swash Caps 24pt

Fairfield California
Bilbo Swash Caps 18pt

SECONDARY TYPEFACE - Open Sans

Aa Bb Cc 123 *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Fairfield California
Open Sans Extrabold

Fairfield California
Open Sans Semibold

Fairfield California
Open Sans Bold

Fairfield California
Open Sans Regular

Fairfield California
Open Sans Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus. Integer blandit condimentum consequat.

Open Sans Regular 14pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus. Integer blandit condimentum consequat.

Open Sans Regular 12pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus. Integer blandit condimentum consequat.

Open Sans Regular 10pt

Fairfield California
Open Sans Extrabold Italic

Fairfield California
Open Sans Semibold Italic

Fairfield California
Open Sans Bold Italic

Fairfield California
Open Sans Italic

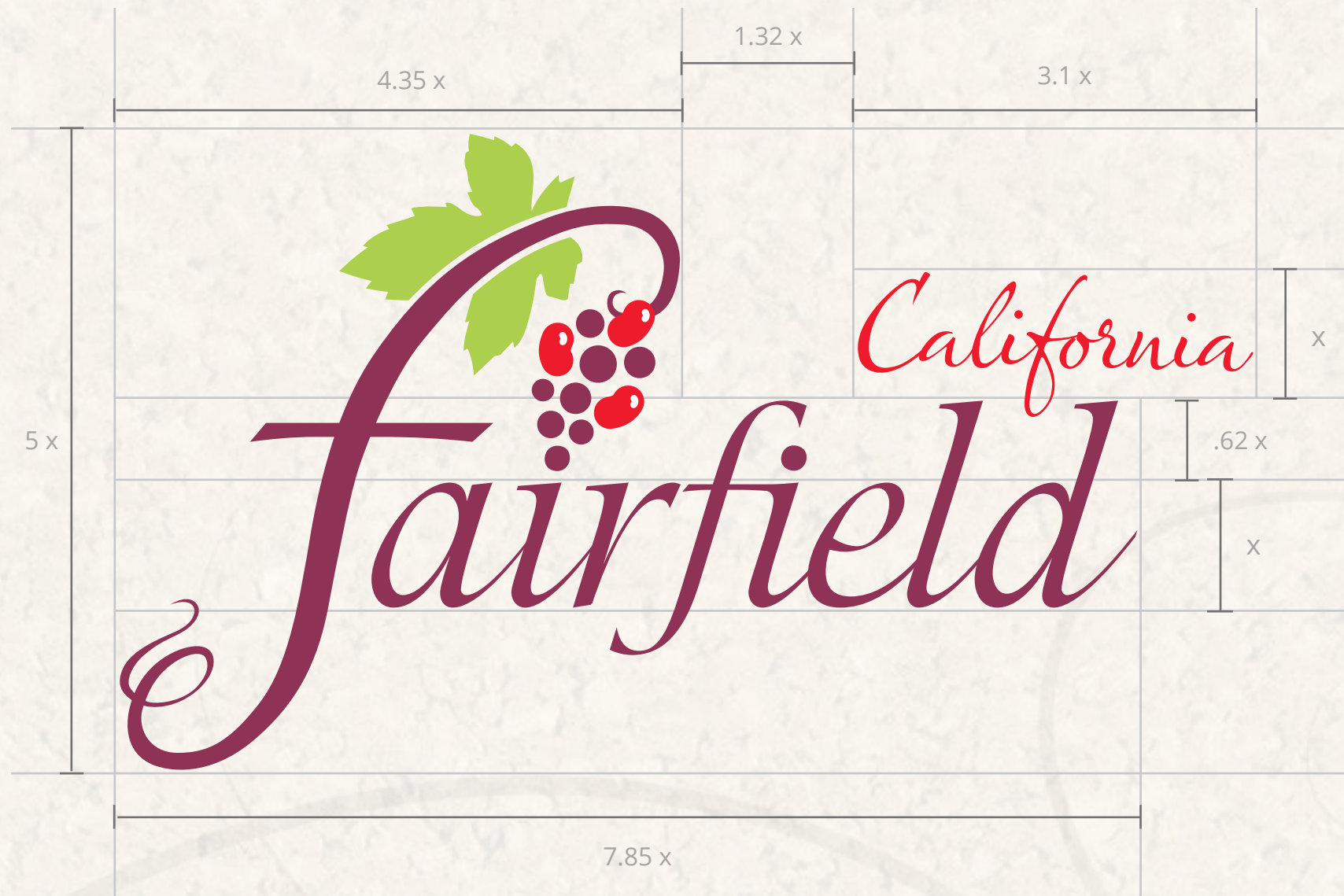
Fairfield California
Open Sans Light Italic

Primary Logo

The primary logo for Fairfield, California will be used prominently, with alternate logos available for use across various applications. The final logo design represents the grapes grown in Suisun Valley as well as the Jelly Belly's manufactured in Fairfield.

LOGO SIZE USAGE

In standard layouts, the width of the logo should not exceed 2.5 inches and must be at least 1.5 inches.



Meaning of Icon

The Fairfield icon represents the grapes grown in Suisun Valley as well as the Jelly Belly's manufactured in Fairfield.



Primary Logo Usage

The primary logo should be used at all times if possible.

RGB

R:142 G:53 B:87 | R:237 G:27 B:46 | R:173 G:207 B:79

CMYK

C:37 M:90 Y:46 K:19 | C:1 M:99 Y:89 K:0 | C:37 M:1 Y:89 K:0

Pantone Coated

PMS 7435 C | PMS 1788 C | PMS 367 C

Pantone Uncoated

PMS 7435 U | PMS 1788 U | PMS 367 U



One Color

PMS 7435 C | PMS 7435 U

One Color

Black

CMYK

Reversed

One Color

Reversed



One Color Versions

These versions should be used when a monochrome logo is needed as a background.

One Color

C:37 M:90 Y:46 K:19 | PMS 7435 C



One Color

C:37 M:1 Y:89 K:0 | PMS 367 C



One Color

C:61 M:62 Y:73 K:63 | PMS 412 C



Logo Use On Colored Backgrounds

This is how the logo should appear when used on colored backgrounds.



Logo Whitespace

The requirements for the whitespace surrounding the logo is outlined below.

Primary Logo

The space around the logo must be equal to 50% of the grapes icon height on all four sides.



Improper Logo Usage

The examples below highlight a few of the improper uses of the logo.

DISTORTION

The logo should maintain its natural proportions when scaled



TYPEFACE CHANGE

Do not replace the custom fonts used within the logo.



INCORRECT COLOR SELECTION

The colors within the logo must follow one of the approved variations.



ADDITIONS TO LOGO

Any additions to the logo must be avoided.



LOW RESOLUTION

The logo should always be reproduced in a high resolution format to avoid pixelation/blurriness.



ILLEGIBLE SIZE

The logo should be a large enough size to still be legible.



CROWDING

Allow for the approved amount of whitespaced around all four edges of the logo.



BUSY BACKGROUNDS

Avoid placing the logo onto busy backgrounds.



Sample Applications

The brand can be used across multiple applications. Depending on the placement of the logo, the resolution and color scheme should be appropriate to keep it legible. The final product should maintain the original quality set in the design.



Type Treatments

The primary and secondary typefaces can be combined to provide headlines that are noticeably elegant. The “Bilbo Swash Caps” font family is a very legible calligraphic style that has a masculine feel. This family is ideal for headlines and other display use. The “Open Sans” font family is used in conjunction with the primary font to add additional details to the headlining text.

HEADLINES

BILBO SWASH CAPS
Center aligned. *Font size to be 400% of the secondary text underneath.*

Fairfield, California

Uncomplicated. Uncongested. Unspoiled.

OPEN SANS REGULAR
Center aligned. Standard size 12pt. 100 tracking.
Font leading to be 200% of the font size.

OPEN SANS BOLD
Center aligned. All Caps. *Font size to be 200% of the secondary text underneath.*

#VISITFAIRFIELDCA

See what’s going on in Fairfield...

OPEN SANS REGULAR
Center aligned. Standard size 14pt. 100 tracking.
Font leading to be 200% of the font size.

OPEN SANS REGULAR
Left or Right aligned. *Font size to be 60% of the primary text underneath.*

ATTRACTIONS

THINGS TO DO IN FAIRFIELD

OPEN SANS BOLD
Follow same alignment as mentioned above. Standard size 24pt. Font leading to be 150% of the font size.

SUBHEADS

FAIRFIELD, CALIFORNIA

OPEN SANS BOLD

All Caps, 25 tracking, 133% of the body font size

Example: standard body is set to 18pt, so subheads would be 24 pt

BODY COPY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sollicitudin justo quis lacus pharetra lacinia. Pellentesque sagittis, orci et luctus iaculis, sapien...

OPEN SANS LIGHT

Standard specs: 14pt, 25 tracking, 24 leading

Font size can be increased when more legibility is needed.

Sample Elements

The graphic elements used below help keep the brand consistent throughout all applications.

TEXTURES



The cork background speaks to the wineries located within the Fairfield region.



The wood background speaks to the nature aspect that the Fairfield community is based upon.

ICONS/SHAPES



The vine silhouette also speaks to the wineries located within the Fairfield region.



The Jelly Belly bean is representative of the Jelly Belly Factory located in Fairfield.



The mug is representative of the Anheuser-Busch Brewery located in Fairfield.