



*Santa Maria*  
VALLEY



## *Our Brand*

Santa Maria Valley provides visitors a true change of pace in an unpretentious atmosphere while discovering historic and unmatched wine, traditional Santa Maria-style barbecue and easy access to California's central coast attractions; all priced to give you more.



# Our Brand Pillars

GENUINE CULTURE

UNEXPECTED WINE EXPERIENCE

DEEP ROOTS; FULL-FLAVORED FOOD

REAL VALUE

IDEAL HOMEBASE

NATURALLY UNCONSTRAINED

OUR BRAND PILLARS

# *Genuine Culture*

- Our culture is authentic and void of pretense. Our valley was grown by generations of hard-working agricultural families, not manufactured to be a common tourist attraction.
- We value real experiences and real people. We like to pair our wine with jeans and an honest-to-goodness smile. When you're with us, you can let your hair down and be yourself.
- Santa Maria Valley is composed of wonderfully diverse people from an abundance of backgrounds. This blend of individuals is what has fostered a rich heritage of culture, history, food, togetherness and hospitality.



A close-up photograph of a bunch of dark purple grapes hanging from a vine with green leaves. The background is softly blurred, showing more of the vineyard.

“THE *Santa Maria Valley*  
MAY WELL HAVE THE HIGHEST  
OVERALL QUALITY OF GRAPES  
AND WINES OF ANY APPELLATION  
IN CALIFORNIA... IT IS AN  
INSIDER’S SECRET.”

– STEVE HEIMOFF, RENOWNED WINE CRITIC

#### OUR BRAND PILLARS

## *Unexpected Wine Experience*

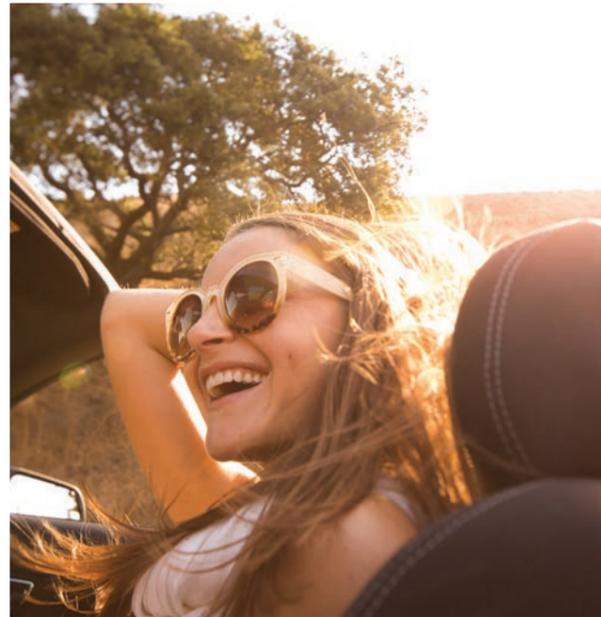
- The Central Coast’s most historic wine lives here in the Santa Maria Valley – we have the oldest appellation in the area and nearly two centuries of experience in growing grapes.
- We have one of California’s longest growing seasons and a truly rare transverse geography, which results in the development of complex, flavorful and balanced grapes. Pinot Noir, Chardonnay and Syrah are our specialties.
- Our winemakers aren’t just a name on a label – they’re present, accessible and welcoming when you come by for a tasting.

## OUR BRAND PILLARS

# *Deep Roots; Full-Flavored Food*

- We believe in quality from the ground up. It starts with generations of families that know how to get the best from the soil, and is carried through to the fresh flavors that we put on your plate.
- We're famous for our Santa Maria-style barbecue, a 150-year-old culinary tradition consisting of beef tri-tip seasoned with black pepper, salt and garlic salt grilled over coals of native red oak.
- Santa Maria Valley is surrounded by farmland, and nobody in the Central Coast knows food better than a community dedicated to agriculture. Amongst ripe berries, leafy greens and fresh chili peppers, the stars of the produce lineup are sweet, juicy strawberries – always fresh picked.





#### OUR BRAND PILLARS

## *Real Value*

- Costs in the Santa Maria Valley aren't increased simply because you're a visitor to our area. We don't believe in taking advantage – we keep things affordable for the families that live here, and you can enjoy them, too.
- We value you and want you to enjoy your time without worrying about finances.
- Extend your recreation dollars and do more with the same budget.



## OUR BRAND PILLARS

# *The Ideal Homebase*

- There's more to discover each time you return to Santa Maria Valley, from events to arts to nearby attractions.
- The midway point between L.A. and San Francisco and within a short drive to Pismo Beach, San Luis Obispo and charming Solvang.
  - 20 minutes to Pismo Beach
  - 40 minutes to San Luis Obispo
  - 40 minutes to Solvang
  - 75 minutes to Santa Barbara



OUR BRAND PILLARS

## *Naturally Unconstrained*

- Forget the common assembly line tourist attractions. We won't do that. Your freedoms can manifest as you walk your own path.
- Get out and explore. Santa Maria Valley offers opportunities to walk beautiful vineyards, experience the pristine waterfront at the Dunes, cycle through our rolling hills, or just take in the tranquility of bird watching at Oso Flaco.



## *Our Promise*

### **WE TREAT OUR VISITORS LIKE FAMILY.**

This promise is bold, simple and attainable. It can be as natural as a warm greeting or asking how someone's visit is going. This promise embodies the culture of Santa Maria Valley and the authentic hospitality its businesses and residents are known for.



# *Our Voice & Tone*

# Voice Versus Tone

*Our brand voice and tone determine the way we speak to our audience.*

Just like with people, **OUR VOICE** is something that is unique to us. We use a consistent voice so that, over time, our audience begins to recognize us just by our voice alone – just as we are able to recognize a famous actor’s voice without seeing his face. Our voice is consistent, unwavering and uniquely ours – it defines our brand, and we use it throughout all of our communications.

**OUR TONE**, on the other hand, may change depending on the conversation we’re having and the needs of the person we’re speaking to. Just as people change their tone to fit the situation, we too will change ours.

The following sections break down Santa Maria Valley’s voice and tone, and provide samples of each.





*Our voice is:*

- Personal, but not flippant
- Downhome, but not uninformed
- Inviting, but not needy
- Caring, but not flowery
- Honest, but not judgmental
- Encouraging, but not demanding
- Inclusive, but not “catch all”

## *Our Voice*

***How does Santa Maria Valley’s voice sound?***

Above all, our voice sounds inviting and personal. We speak to our audience like they are our friends and family. We are warm, open and always welcoming. We focus on the power of togetherness – and on the fact that there’s no better place to be together than in Santa Maria Valley.

Our voice is distinct from other popular California locales in that we put on no airs. We welcome our visitors with open arms, no questions asked. Not only do we invite them to be exactly who they are... we encourage it.



## *Our Tone*

### *What is our tone and how will it change?*

Generally speaking, Santa Maria Valley's tone will be **CASUAL AND INFORMAL**. We don't take ourselves too seriously, but we're also careful to be respectful and serious when situations call for it. Our tone will change depending on who we're speaking to and what we're speaking to them about.

Are we speaking to someone who just arrived in Santa Maria Valley for the first time?

We're upbeat, encouraging, inviting and welcoming. Are we speaking to someone who's not having a great experience? We're understanding, apologetic and warm. Are we speaking to someone who's curious and inquisitive about our Valley? We're informative, helpful and knowledgeable.

We'll adjust our tone based on the needs of the person we're communicating with – just as we would in our regular, everyday social lives.

## *“Let’s get together.”*

“Let’s get together” is personal and warm. It’s a welcomed invitation from a friend, a partner or a family member. That is our motto. When the invitation comes from Santa Maria Valley, it’s an open-armed call to action to grab someone you care about, and share a getaway filled with time together. The attractions of Santa Maria Valley are the vehicle for togetherness. Sharing a journey to the bottom of a bottle of wine with your girlfriends. A weekend tour of micro-breweries and steakhouses with your buddies. Perhaps snuggling up to the one you love as you wiggle your toes in the sand at the Dunes. Santa Maria Valley brings people together.



*Steer toward the setting sun.*

Toward Santa Maria Valley. Where our barbecue is cooked slow. Our wine smooth. Crafted from traditions that have been handed down over generations. In a place rich with culture, arts and events. We’ll laugh until our cheeks hurt, and eat until our bellies are full, with plenty of cash left over to do it all again tomorrow.

 *Let’s get together.*  
[SantaMariaValley.com](http://SantaMariaValley.com)



*Sample Print Ad*

## Copy Samples

*Follow the smell of slow-roasted tri-tip. To the land where wine sloshes out of glasses held by hands shaking with laughter. To the place where torn jeans and bare feet are all you'll ever need. Sit with us, cross-legged and comfy while the sun sets. Among fellow Californians who could care less about brand names and proper pairings. Let's be ourselves. Let's get together.*

*Head toward the Valley of open doors. The one where guests are treated like family and fed like friends. The place full of simple pleasures and once-in-a-lifetime wine. Where people aren't seen as price tags and "no shoes" certainly doesn't mean "no service." Dig your toes into the sunny sand, let your hair down in the ocean breeze. Let's get comfy. Let's get together.*

*Our barbecue is cooked slow. Our wine smooth. And our company, well, come see for yourself. Because everywhere else is, just, everywhere else. When you step into the Santa Maria Valley, you'll eat, drink and do more. That's our way.*

*Santa Maria Valley is a destination that welcomes. One that feeds its visitors well, that shows them there are still places in California that value people over price. One that opens its doors (and its arms) to all who enter. One that only cares about comfy, tasty and fair.*

*From the ground up. Roots to shoots. It's in the soil. It's in the strawberries. And it's certainly in the wine. What we have is grown, cooked and corked right here. We didn't spend years developing a formula. We don't even have a formula. It's innate, authentic, in our ground and our grapes, our heritage and our family, our farms and our food.*



# *Identity and Logo*

OUR LOGO

OUR COLORS

OUR TYPOGRAPHY

OUR PHOTOGRAPHY

DESIGN SAMPLES



PREFERRED LOGO - CMYK

## Our Logo

Our mark is symbolic of Santa Maria Valley.

It's not trying to be flashy or intrusive.

It's classic, authentic and welcoming. Its symbols are emblematic of the rows of grapes or produce that can be found throughout our valley.

We are proud of our community and excited to share it with our visitors.



LOGO - BLACK & GRAY



LOGO - WHITE



LOGO - BLACK



LOGO - PMS  
(173 C, 7489 C, 5415 C)



## Logo Usage

As a symbol of Santa Maria Valley, our logo should be used on all brand and subsequent collaterals which represent us. On designed pieces, the white logo is preferred when placing it over photos or textured backgrounds. Our full-color (CMYK) logo is preferred when placing it on white or light-colored backgrounds.

## Clear Space

Clear space is the area surrounding the logo that is free of all other elements. The logo should always maintain the minimum space of 'X' around it, where 'X' = the height of "VALLEY."

The lines illustrate the minimum spacing around the logo when used in any piece of communication.



## Minimum Size

The logo must always be displayed at a size large enough to read the type.

This will vary based on the medium it is being used in, but as a general rule, the logo should be no smaller than 0.50 inches or 225 pixels in height.



H = 0.50 IN



H = 0.75 IN



H = 1.00 IN

# *Incorrect Usage*

Santa Maria Valley has one acceptable logo.

It should be used as is, and not altered in any way.

To maintain a consistent brand, please do not make changes or additions to the Santa Maria Valley logo.

Here are just a few samples of improper usage.

## **Things to avoid:**

- Do not alter the proportions of the logo.
- Do not tint the logo or adjust transparency.
- Do not place the logo on a color or photo background if the logo becomes illegible.
- Do not edit the typeface or letters in the logo.
- Do not use the logo in unapproved colors.



*Do not add other graphics, elements, symbols, outlines or glows to the logo.*



*Do not redraw, repurpose or distort the logo including its colors or proportions.*



*Do not edit the letters in the logo or typeset unapproved fonts with the logo.*

## *Our Colors*



*Orange*

C 0 | M 80 | Y 100 | K 11

R 216 | G 81 | B 31

# D8511E

PMS 173 C



*Green*

C 46 | M 6 | Y 79 | K 0

R 149 | G 192 | B 100

# 95C063

PMS 7489 C



*Blue*

C 69 | M 35 | Y 34 | K 5

R 87 | G 135 | B 149

# 568694

PMS 5415 C



*Gray*

C 0 | M 0 | Y 0 | K 80

R 88 | G 89 | B 91

# 58585B

PMS COOL GRAY 11 C

## Our Typography

Typography helps keep a consistent brand identity internally and on public-facing materials. Thirsty Rough and Brandon Grotesque are the fonts we will use on all brand and subsequent collaterals which represent us. Verdana may be used as an alternate font when our primary fonts are not available.

## Headline - *Thirsty Rough*

### SUBHEAD - BRANDON GROTESQUE BOLD

Body Copy - Brandon Grotesque Regular - Is molupicit officiunt es magnis dolorehent autemporro eum, solorep elicipi dellita tqum, to quo debis esci ditias dendigendi rescilitam, exerchillis reritam num reium a sitati volupta tusdam aut litiscia quibeate maximus in eium facersp eribus ullupta inus es et ilias nobit est as nim faccatur, occum vel ide numquam harum vernatur, si de nonseque praectatur?



FOOD



WINE



AGRICULTURE



BARBECUE



LANDSCAPES



PEOPLE

## *Our Photography*

Much like our voice and tone, our photography for Santa Maria Valley is warm, casual and candid. It is often outdoors, highlighted by sun rays, backdropped with sunsets or softly faded with fog. Togetherness is essential to our brand and, therefore, we showcase people whenever possible. Our photography genuinely captures the culture of Santa Maria Valley and welcomes its visitors to immerse themselves in all that we have to offer. Our photography is an important part of telling our story to visitors and should be incorporated in all brand and subsequent collaterals which represent us.







# Design Samples





*Santa Maria*  
VALLEY

[SantaMariaValley.com](http://SantaMariaValley.com)