



Brand Guide

SANTA MARIA VALLEY

SANTA MARIA VALLEY
STYLING



Santa Maria Valley **Our Brand**

Santa Maria Valley provides visitors with a true change of pace in an unpretentious atmosphere where they can discover historic and unmatched wine experiences, traditional Santa Maria Style barbecue, and easy access to California's Central Coast attractions; all designed to give you more.

WHAT SETS US APART

Brand Pillars

#SANTAMARIASTYLE



Genuine Culture



Unexpected Wine Experience



Santa Maria Style Barbecue Culture



Real Value



The Ideal Homebase



Naturally Unconstrained



Genuine CULTURE

- Our culture is authentic and void of pretense. Our region was built 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 made up 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.



Unexpected WINE EXPERIENCE

- The California Central Coast's most historic wine is grown here in the Santa Maria Valley. We have nearly two centuries of experience in growing grapes across our sprawling 7,500 acres of vineyards.
- While you can't quite bottle what makes wine tasting here so special, we get close with our 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.
- While we have earned all of the bragging rights, the Santa Maria Valley wine-tasting experience remains laid-back and more focused on who you're sharing a glass with than the price of the glass you're sipping.



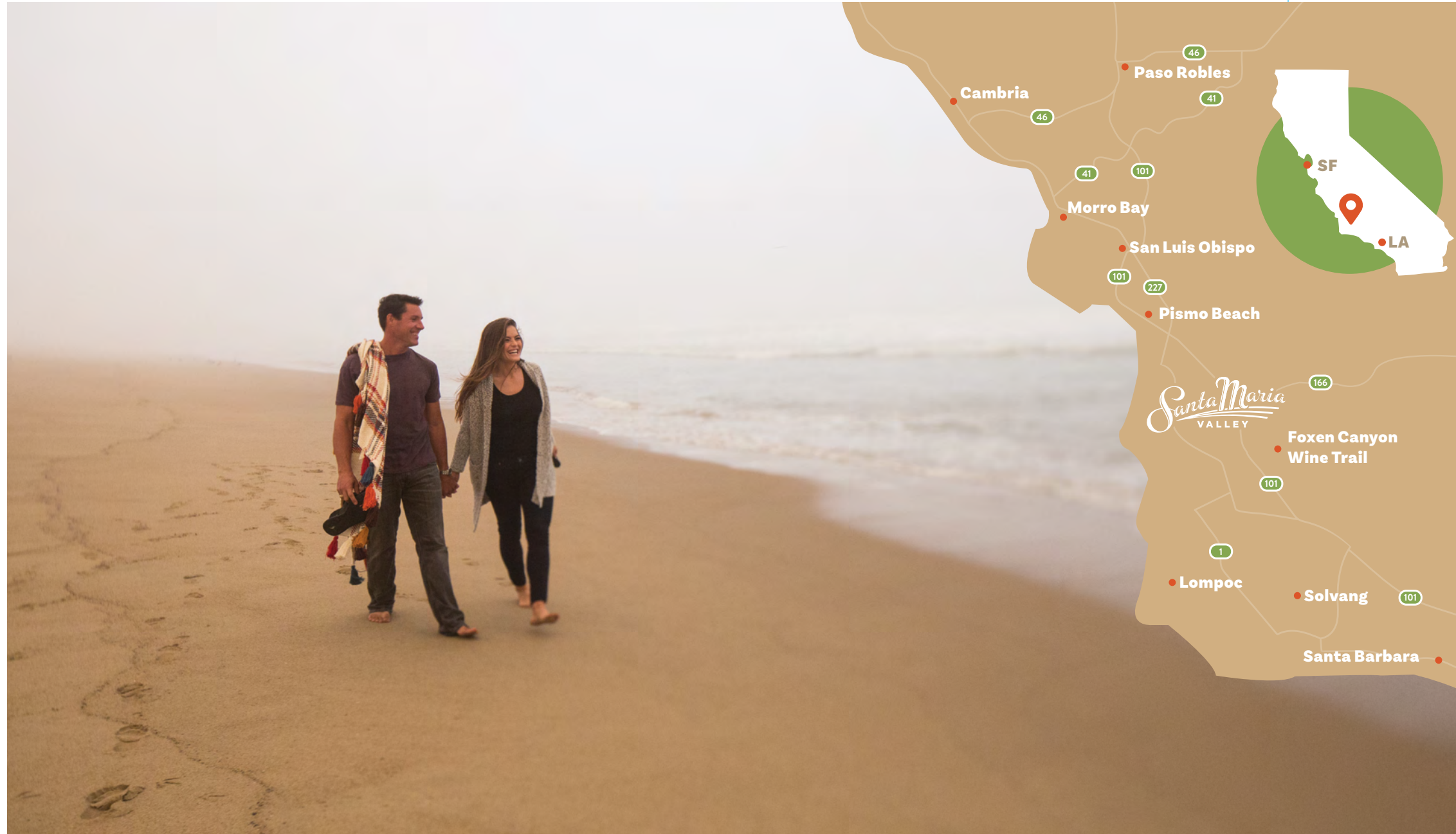
A Tradition OF BARBECUE

- Around the world regions are famous for what they put on a plate for their friends, family and guests. In Santa Maria Valley it happens to be barbecue. Tri-tip is California's cut and Santa Maria Style barbecue was born right here. It's a 150-year-old culinary tradition of barbecuing over red oak coals with a simple-yet-flavorful dry rub blend of salt, pepper, and garlic salt. A few staple side dishes include garlic bread dipped in butter, pinto beans, chunky salsa, and a simple green salad.
- We believe in quality from the ground up. It starts with generations of families who are proud of their agricultural background and dedication to the communities built around it. That know-how to get the best from the land is carried through to the fresh, full flavors that we put on your plate.



Real VALUE

- While we can't claim to be the only California destination to offer an abundance of unique food experiences, award-winning wineries, and outdoor adventures, we can tell you that in Santa Maria Valley your dollar will go further. Just like the families that live here, we want our visitors to enjoy the beauty and diversity of attractions in the area while keeping it affordable.
- Sometimes we call it doing things #SantaMariaStyle, but really it's just genuine hospitality and pride in where we live.



The ideal HOMEBASE

- When visitors make Santa Maria Valley home base for their trip, they can venture out in any direction to enjoy what the Central Coast has to offer. With 15 beaches, 24 hiking trails and 34 tasting rooms all within a 30-minute drive there are endless opportunities for visitors to have a completely unique experience every time they visit.
- We are the perfect halfway point of the coast. We're the midway point between L.A. and San Francisco and we sit North of Santa Barbara near San Luis Obispo. It's a short drive to Pism and charming Solvang.
- Refuel with a good meal, kick your feet up (with a glass of wine in hand), and rest your head for the night in Santa Maria Valley. There's more to discover each time you return.



Naturally UNCONSTRAINED

- Forget the common assembly line tourist attractions. We won't do that. Your freedoms can manifest as you trek on or trail off.
- Santa Maria Valley offers opportunities to walk beautiful vineyards, experience the shape-shifting beauty of the Oceano dunes, cycle through our rolling hills, or just take in the tranquility of bird watching at Oso Flaco.
- Santa Maria Valley gives visitors plenty of room to stretch out. Sunsets don't require reservations and trails don't have a waiting line on our uncrowded slice of the coast. Get out and explore.

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.

Voice & Tone

OUR BRAND VOICE AND TONE DETERMINE THE WAY WE SPEAK TO OUR AUDIENCES



Just like with people, OUR VOICE is something that is unique to us. Our voice is an expression of our personality, and how we want Santa Maria Valley represented. When we use a clearly defined voice over time, our audience will recognize the consistency. This is how we control our narrative and establish trust.

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

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 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 voice is distinct from other popular California locales in that we put on no airs. We don't hold back from telling it like it is but we always do so with good intentions and a grain of salt. We lean into what we DO have instead of what the other destinations don't have to ensure we're being a good neighbor and maintaining our inclusivity.



OUR VOICE IS

- Personal, but not flippant
- Inviting, but not needy
- Honest, but not judgmental
- Inclusive, but not “catch all”



Our Tone

WHAT IS OUR TONE AND HOW WILL IT CHANGE?

Generally speaking, Santa Maria Valley's tone is CASUAL AND INFORMAL. We don't take ourselves too seriously. We like to look on the lighter side of things and don't mind throwing around a good joke or poke fun from time-to-time.

Our tone will change depending on who we're speaking to and what we're speaking to them about. Are we responding to someone who's curious and inquisitive about visiting? We're genuine, helpful and excited. Are we speaking to someone who just arrived in Santa Maria Valley for the first time? We're laid-back, encouraging, warm and witty.

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.

On Being *Spicy*

We like to do things #SantaMariaStyle and go against the grain. Part of this means that we like to spice up a conversation by making a joke or throwing a little “spice” their way. It’s a way for us to be entertaining and relatable.

At the end of the day, we want people to stay in Santa Maria Valley because they’re getting more value by staying here. We also want our visitors to explore neighboring Central Coast attractions so we don’t want them to seem undesirable.



SPICY IS

Witty

not mean-spirited

Genuine

not “better than”

General

never directed at a person

MESSAGING EXAMPLES

Make Santa Maria Valley your home base and enjoy more award-winning wine, uncrowded coastline and vineyard sunsets (for way less \$\$).

Enjoy a more laid-back wine experience and swirl ‘til you spill.

Have a slice of the coast to yourself without worrying about your beach blanket gettings stepped on.

Enjoy award-winning wine and legendary barbecue—without a waitlist.

Same Coast. Fewer People. Spend genuine time together instead of fighting the crowds.

Our Audience Profile

THE LAID BACK RECREATIONAL WEEKENDER



SANTA MARIA VALLEY

YOUTHFUL

I want to keep feeling young, even as I age. It's important to me that we continue to have fun with new and different experiences, creating memories I'll cherish for years.

CASUAL

I'm most comfortable in jeans and in shoes I can wear all day. I'm not fussy about most things, but I like going at my own pace.

GOOD TASTE

A large part of what I look for in a destination is a food experience, but I don't want to spend a fortune. Family-style eating with my favorite people at the coziest hole-in-the-wall is the best, but I also love stumbling across a cool taco truck. I wouldn't exactly call myself a foodie, I just like to eat.

LOW-IMPACT OUTDOORSY

I like to go for a nice bike ride or a walk. On every trip I try to work in something outside, especially a beautiful sunset. Hiking is a fun way to get out of the crowds as long as we're not gone all day. I like a little adrenaline rush but I also enjoy sitting on a patio and swirling a glass of wine or having a cold beer.

AUTHENTIC

I enjoy real people. I appreciate real conversation and people who are comfortable being themselves. I don't like the feeling that I am just another number. I don't want a cookie-cutter or fabricated experience. I want to do things that enrich my life and make me happy.

OUTGOING

I make friends wherever I go. I like to send my friends to places I've been and loved and will keep in touch with people I meet along the way on social media.

ECONOMICAL

I am frugal and like to make my money work harder. I look for offers and discounts that stretch our dollars and our time together. I would rather spend less on a room and venture out to do more. Besides, all you do in the room is sleep, anyway.

LOYAL

I will come back to have the same amazing experience and love it when people remember me. I like the feeling of being treated like I'm family - that's the real VIP treatment.

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.

Visual Identity



#SANTAMARIAS
STYLE

The visual direction for Santa Maria Valley expands on its brand pillars and voice. The brand visuals lean into our roots along with our genuine and enthusiastic demeanor. The color palette is reflective of the beauty of our region, without feeling too “beachy”. The typography is energetic and inviting. These elements work together to create a visually dynamic brand that connects with our visitors and piques their curiosity to learn more about what Santa Maria Valley has to offer.



VISUAL IDENTITY

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



BLACK & GRAY



WHITE



BLACK



PMS (173 C, 7489 C, 5415 C)



VISUAL IDENTITY

Logo Usage

As a symbol of Santa Maria Valley, our logo should be used on all brand and subsequent collateral material that represents the destination.

VISUAL IDENTITY

Clear Space

When you're placing the logo you want to make sure it has room to breathe. The space between the logo and other elements is the clearspace.

As your logo size scales based on your piece, 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.



X = HEIGHT OF "VALLEY"

VISUAL IDENTITY

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

VISUAL IDENTITY

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.

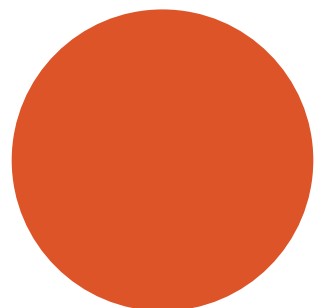
VISUAL IDENTITY

Our Colors

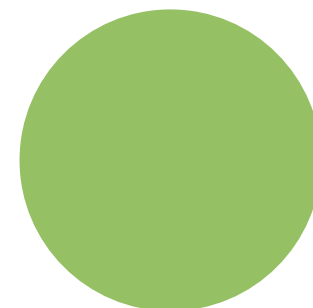
The colors that can be found within the logo make up the Santa Maria Valley primary color palette. These primary colors should be used consistently to establish brand awareness.

It's supported by a neutral color palette that helps balance the vibrant primary colors and assists with contrast and legibility. Occasionally secondary colors will be used to help diversify the brand.

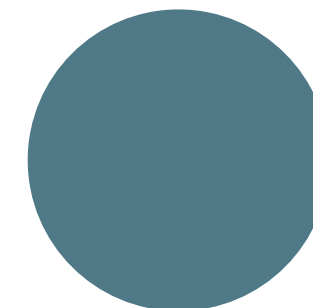
PRIMARY COLORS



ORANGE
C 0 | M 80 | Y 100 | K 11
R 216 | G 81 | B 31
#D8511E
PMS 173C

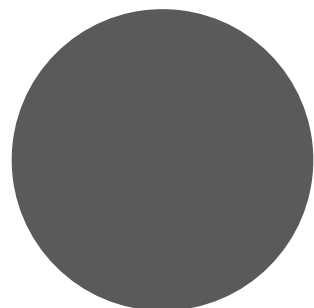


GREEN
C 46 | M 6 | Y 79 | K 0
R 149 | G 192 | B 100
#95C063
PMS 7489C

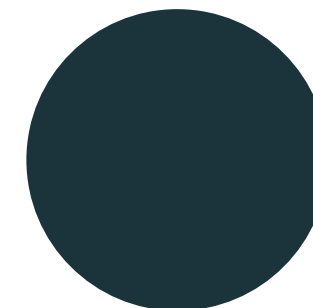


LIGHT BLUE
C 69 | M 35 | Y 34 | K 5
R 87 | G 135 | B 149
#568694
PMS 5415C

NEUTRAL COLORS



GRAY
C 0 | M 0 | Y 0 | K 80
R 88 | G 89 | B 91
#58585B
PMS COOL GRAY 11 C



DARK BLUE
C 54 | M 12 | Y 0 | K 77
R 28 | G 52 | B 59
#1C343B
PMS GUNMETAL



BEIGE
C 0 | M 0 | Y 1 | K 3
R 247 | G 246 | B 244
#F7F6F4
PMS SEA SALT

Our TYPOGRAPHY

Typography helps keep a consistent brand identity internally and on public-facing materials. Our typography mix includes Commuters Sans for headlines, Basic Sans for subheads and Freight Text Pro for body text. The script font, Billy Ohio, should be used sparingly and strategically to add visual balance and texture to the page.

While these typefaces should be used on all branded material, creative campaigns or one-off pieces can vary when necessary to align with the direction of that specific look and feel.

Subhead **BASIC SANS**

Headline

Commuters Sans

Body

Freight Text Pro — 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.



VISUAL IDENTITY

Our Photography

Much like our voice and tone, the 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. People enjoying their time 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 into all pieces that feature the destination.

