



VISIT

TEMECULA  
VALLEY

Brand Guidelines

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A woman with blonde hair, wearing a sleeveless floral dress, stands in a vineyard. She is holding a glass of red wine up in her right hand and smiling at the camera. The vineyard rows stretch out on either side of her, with green grape leaves and some clusters of grapes visible. The ground is covered in dry straw or mulch. The sky is a clear, pale blue.

# THE IMPORTANCE OF BRANDING



# THE IMPORTANCE OF BRANDING

*Let's raise  
a glass to  
this spirited  
place.*

A brand is our chance to tell our story, our way. With all the delicious twists and turns that make this place special and unique. Even more importantly, it gives our visitors a way to connect on a deeper level with Temecula Valley, and share that connection with others. It's a story they'll carry around in their hearts and minds, at the ready to share with the world with enthusiasm and passion.

These guidelines are a tool to help us make sure the spirit and authenticity of Temecula shines through wherever and whenever our story is told. Our words, images, sentiments and sensations must be consistent and genuine. The real deal, just like the Valley itself.



## OUR BRAND MISSION

**INSPIRE THE WORLD  
TO EXPERIENCE  
TEMECULA VALLEY  
SOUTHERN CALIFORNIA  
WINE COUNTRY.**

## OUR BRAND VISION

**BUILD AND EXPAND  
OUR REPUTATION AS A  
PREMIER DESTINATION IN  
SOUTHERN CALIFORNIA.**



# OUR BRAND STORY





## OUR BRAND STORY

*Temecula Valley is:  
a spirited destination  
inpsired by the vine.*

We are a ***spirited destination*** in the way we:

Welcome all with energy, enthusiasm and passion for sharing new and unexpected experiences.

We are ***inspired by the vine*** in the way we:

Approach everything we do with the same maverick energy that propelled our wine country into distinction.

WINE+

OUR USP

WINE+

THIS REFINED  
POSITION IS  
AUTHENTIC TO  
TEMECULA VALLEY  
BECAUSE IT  
UNIFIES THREE  
INHERENT TRUTHS:

WINE



ACCESSIBILITY

Temecula Valley is incredibly easy to visit and welcoming of all visitors who want to create their own unique wine country experience.



UNEXPECTED GEMS

Although centered around wine, Temecula Valley offers other engaging activities and events that complement wine country.



A MAKER MINDSET

Temecula Valley is a destination that celebrates the Makers of the community as much as their product and invites the visitor to interact with them and their craft.





### *Southern California Wine Country*

Temecula Valley has worked extremely hard to distinguish itself as a premier, globally recognized, award-winning wine destination, distinct from any other in California and beyond. When people think of this region, they think of wine country, and all the premium lifestyle attributes that come along with it. Add to that Temecula's distinctly Southern California atmosphere and laid-back, unpretentious, yet intentional mindset, and you have a one-of-a-kind, vintage SoCal experience.



### *Outdoor Recreation & Entertainment*

Visit Temecula Valley for even a few hours and you can't help but want to spend time outdoors. At sunrise, epicly colored hot air balloons rise and glide on golden sunshine and valley breezes. Horseback and cycling adventures through the vineyards keep the adrenaline and adventure flowing. Splashy pool cabanas and casino tables raise the stakes. As evening settles over buzzing vineyard patios, chords of live music fill the air. Here, wine is only the beginning of the adventure.





### *Small Town Atmosphere*

With its roots in California's storied early ranching history and stagecoach lines, Temecula exudes an authentic small town vibe. Vail Headquarters is a time capsule all its own. And within the tourism and hospitality space it's not a cliché to say, everyone knows everyone. What's more, the entire community seeks collaboration and co-mingling at every turn.



### *Emerging and Evolving Culinary Scene*

Complementing the ever more mature and sophisticated wine scene in Temecula Valley is an emergent foodie landscape, fed by a vibrant local farming and agricultural region, with some extremely talented culinary mavericks at the helm. Catering to virtually every taste, the Valley now features a multitude of exquisite cuisine ranging from farm-to-table to ethnic and adventurous. We not only live Glass Full, we live Plate Full as well.





## *A Community of Makers*

In travel and tourism placemaking, nothing resonates stronger than a vibrant Maker community and ethos. These insider stories are action-oriented invitations and huge motivators to travelers—helping them transition from destination “tasters” to enthusiasts. From a burgeoning culinary scene to craft brewing to olive oil alchemists, Temecula has an abundance of these stories. Let’s tell them with authenticity and soul.





## OUR TARGET AUDIENCE

### EXPERIENCE SEEKERS

*Leisure and culture,  
me time.*

**36–50 YEARS OLD  
GEN X**

HHI of \$200k+  
Double Income No Kids

Professional, established in career

6+ trips/year with immersive  
travel experiences

Looks at reviews;  
reco's from friends

### ADVENTURE SEEKERS

*Culture and adventure,  
motivation.*

**25–35 YEARS OLD  
MILLENNIALS**

HHI of \$125k  
no family or very young kids  
Moving up in their careers

6+ trips/year; 2-3 trips around  
authentic experiences

Frequently travels with other  
individual travelers

Active on Social Media

### DREAM TRIPPERS

*Leisure and culture,  
storytelling.*

**51–65 YEAR OLD  
YOUNG BABY BOOMERS**

HHI of \$150k  
couples traveling together,  
sometimes with friends

8+ trips/year

Planners; includes tours and  
package options

Interested in storytelling

# OUR BRAND EXPRESSION

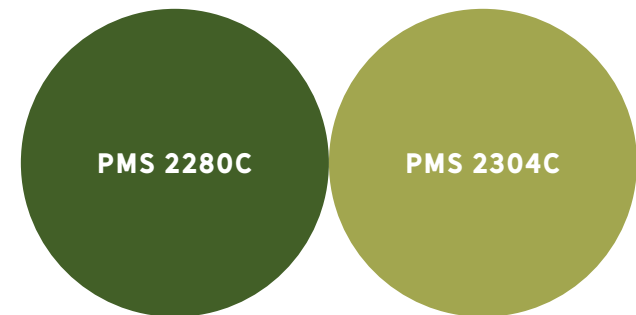
Our brand is a valuable asset to us and must be treated accordingly. This approach translates into all of the mediums within the campaign that are anchors to our brand.

The success of Visit Temecula Valley relies on the clarity and consistency with which is it implemented. Changing the brand reduces its legal protection and diminishes the brand's impact.

## PRIMARY BRAND LOGO



The Visit Temecula Valley logo is inspired by the vine with its depiction of the rolling hillsides of a vineyard. The graphic is cradled by an implied wine glass, capturing that moment when the wine is swirled and opens up to the world. The arc of the typography creates a feeling of lightness and pride. A sense of arrival can be seen here as well. Cast in hues of green, this simple mark is 'of the valley' and is designed to play strongly in a digital environment.



CMYK 70 40 93 38  
RGB 66 91 46  
#425B2E

CMYK 40 24 86 2  
RGB 162 166 79  
#A2A64F

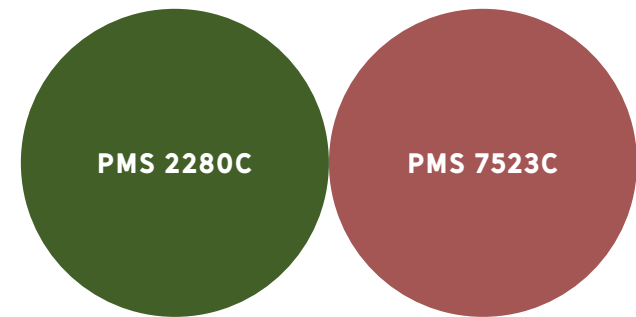
## SECONDARY BRAND LOGO

In some instances, where visual space restrictions for the primary logo are not ideal, the logotype without the “valley” icon is recommended. Conversely, the icon may be used in responsive, digital environments and social media to maintain brand visibility at all times.



## SECONDARY BRAND LOGO

An alternative to the primary logo can be used for applications where wine wants to be more literal and forward in the mark. A burgundy hue is used in the hillside to accomplish this. Usage of this version is for more peripheral iterations of the Visit Temecula Valley, where brand recognition will not be diminished.



CMYK 70 40 93 38  
RGB 66 91 46  
#425B2E

CMYK 29 74 61 13  
RGB 164 86 84  
#A45654

## BRAND LOGO PROTECTED SPACE

Maintain the integrity of the brand logo by adhering to the recommended open space surrounding the identity. This protected area is determined by the cap height of a capital letter in the logotype.





## BRAND LOGO IDENTIFIER



Temecula Valley owns great equity in the identifier Southern California Wine Country. As a result we should always seek out strategic opportunities to continue its use across paid, earned and owned Marketing initiatives, rather than a part of the logo lock-up as seen here. On rare occasion, as needed, the lock-up can be used and will be included in the brand toolkit.



## BRAND LOGO USAGE

Variations on the primary brand logo may be used when necessary. Particularly with the reversed-out logo, applied to a campaign that employs so much full-bleed photography. This offers clean contrast for optimal legibility.



Grayscale logos should only be used for documents that are printed in black and white. They are not to be used in any collateral or full-color documents.



Reversed-out logos are used against a color field or image. The color field must be one of the approved primary or secondary colors.

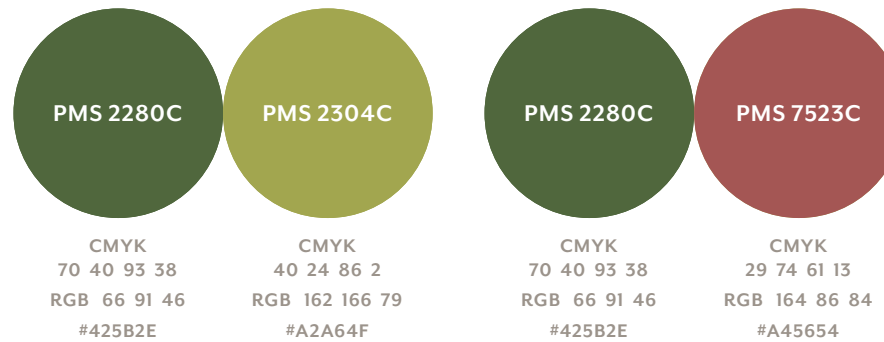


Use PMS 402C for single color applications of the brand logo when a monochromatic mark is needed. The warm hue is more welcoming than grayscale.

# COLOR PALETTES

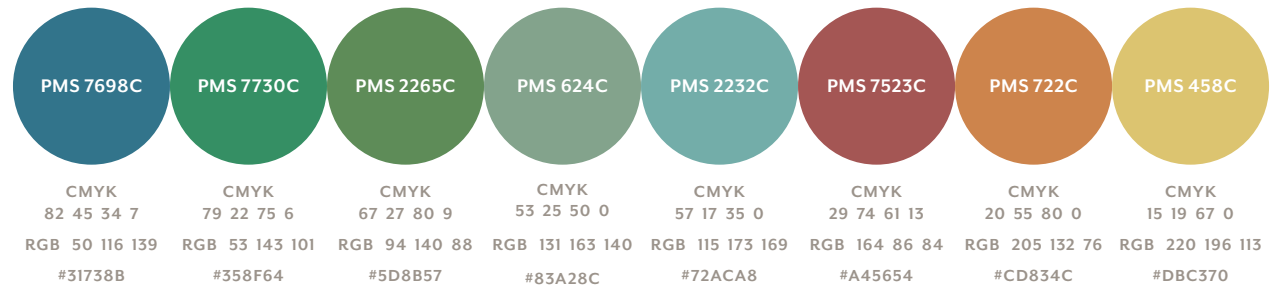
A primary palette inspired by the vine opens up into a breadth of hues within the secondary palette that embodies the Wine+ story of Visit Temecula Valley. A tertiary collection provides a more neutral ground for more subtle needs.

## Primary

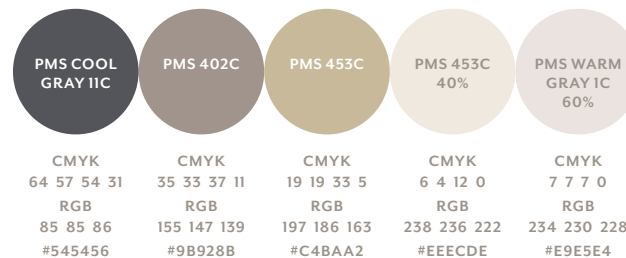


## Primary Alt

## Secondary



## Tertiary



# WHAT WE SAY

Around here we like to say a story starts with every cork we pull. There are many ways to tell a Temecula story, but ours tend to focus on three key themes:

**TEMECULA VALLEY IS INCREDIBLY EASY TO VISIT AND WELCOMING OF ALL VISITORS WHO WANT TO CREATE THEIR OWN UNIQUE WINE COUNTRY EXPERIENCE.**

Although centered around wine, Temecula Valley offers other engaging activities and events that complement wine country.

**TEMECULA VALLEY IS A DESTINATION THAT CELEBRATES THE MAKERS OF THE COMMUNITY AS MUCH AS THEIR PRODUCT AND INVITES THE VISITOR TO INTERACT WITH THEM AND THEIR CRAFT.**



# HOW WE SAY IT

Whether it's in an ad, a piece of video content, a social media post or a chat with the media, we talk about our Valley in a certain, Temecula kind of voice. Always friendly, inviting, warm and a bit maverick, our voice should be:

**SURPRISING** *but not* SHOCKING

**ENDEARING** *but not* PRECIOUS

**ECCENTRIC** *but not* WEIRD

**RELAXED** *but not* SLEEPY

**EMERGING** *but not* INEXPERIENCED

**BOLD** *but not* ARROGANT

**ACCOMPLISHED** *but not* EXCLUSIVE

**PASSIONATE** *but not* ZEALOUS

# VISUAL STYLE







Authenticity, energy, enthusiasm and a passion for sharing new and unexpected experiences. These ingredients are baked into each and every visual—capturing this spirited destination, inspired by the vine. These simple truths are shared by the visitors and the makers alike.



# PHOTOGRAPHY



An eclectic blend of type styles builds upon the energy and passion found in the photography. The overall aesthetic is organic and inventive, with a flare for whimsy and curiosity. Headlines are treated boldly as part of the visual. The voice of the brand is delivered with a good-natured confidence that feels as accessible and welcoming as the valley itself.

# TYP GRAPHY

① *Here's* ② *T*  
③ TUESDAY  
④ TASTING LIKE  
⑤ A  
⑥ SATURDAY

① Hanley Script

② Hanley Extras 1

③ Hanley Slim Serif

④ Butcherandblock

⑤ Hanley Block Display

⑥ Custom



## CAMPAIGN HEADLINES

A toolkit of approved headlines lives in the campaign assets. These messages will cover the five brand pillars, offering a collection that can work appropriately within each medium they appear—from short and impactful lines to more colorful storytelling with a longer read. These assets will grow as the campaign grows.

TO HIDDEN  
DOORS AND  
WIDE-OPEN  
*possibilities*

*May our*  
TABLE  
HAVE NO HEAD  
BUT PLENTY  
*of* SOUL

TO GROWING  
*whatever*  
WE WANT  
*including*  
OURSELVES

TO OUR  
TOGETHERNESS  
*setting us*  
APART

HERE'S TO  
DOING AWAY  
*with* "BRIDE'S SIDE"  
AND "GROOM'S SIDE"

*Here's* TO  
TUESDAY  
TASTING LIKE  
A  
SATURDAY

# TYPOGRAPHY: HEADLINE FONTS

The type styles can be blended in various ways, depending on the length of headlines and the meaning of individual words. Script for expressive sentiments, Block Display for bold, confident statements, as an example. The intent is to create a unified graphic with a balanced blend of textures and weights.

Hanley Script

*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Hanley Slim Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Hanley Block Display

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

Hanley Block Display Inline

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

Hanley Sans

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

Hanley Sans Inline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Hanley Slim Serif

FROM FROM WITH WITH WITH WITH WITH WITH  
TO TO AT AT AT AT AT and and and and AND AT

Handters Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Newcastle Basic Clean

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

Butcherandblock

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## TYPOGRAPHY: COPY FONTS

Character that's  
inspired by the vine

Body copy is set in Mr Eaves OT with a variety of weights and italics. It's a clean, friendly font, ideal for a digital environment, with subtle curls on the characters' strokes that feels somewhat vine-like—inspired by the vine at every turn.

Mr Eaves San OT Regular

abcdefghijklmnopqrstuvwxyz  
1234567890

Mr Eaves San OT Regular Italic

*abcdefghijklmnopqrstuvwxyz  
1234567890*

Mr Eaves San OT Bold

**abcdefghijklmnopqrstuvwxyz  
1234567890**

Mr Eaves San OT Bold Italic

***abcdefghijklmnopqrstuvwxyz  
1234567890***



## TYPOGRAPHY: CAMPAIGN GRAPHIC

At the heart of the campaign—and Visit Temecula Valley—is this bold expression of the passion and offerings found here. In keeping with the headline treatments, this hand-hewn type is energetic, organic and maverick in spirit. Visually, it delivers precisely what is communicated through word: Live Glass Full.



Encapsulated in an implied wine glass, the mark can be used boldly as a primary visual in layout or reduced to a thumbnail, appearing as a maker's mark of sorts.

## TYPOGRAPHY: CAMPAIGN GRAPHIC

The Live Glass Full graphic comes in a variety of renderings—from the pure typographic version, to more illustrative iterations with a literal wine glass. In the simplest small campaign formats, the mark acts as a headline, delivering the most succinct and relevant expression of the brand.



Reversed-out of the wine glass in a solid form.



Reversed-out of the wine glass in a solid form with a stem.



Positive typography in a wine glass with a stem.



Positive typography removed from any other graphics.

## TYPOGRAPHY: CAMPAIGN GRAPHIC

To accommodate various small formats, the Live Glass Full mark comes in a variety of treatments. Expanding on the line's versatility, the horizontal version on a baseline may be used as a call-to-action in digital environments.

Horizontal  
illustrative

LIVE  
GLASS FULL

Horizontal  
on a baseline

LIVE GLASS FULL

Primary graphic  
stacked on  
three lines

LIVE  
GLASS  
FULL

# OUR BRAND CAMPAIGN

## OUR BRAND CAMPAIGN

*There's a secret ingredient* that has helped Temecula Valley become Southern California's Wine Country, a Wine Enthusiast Top 10 Wine Destination. It's in the award-winning wine, to be sure, but it's also found in every corner of this vibrant valley. It's a spirited kinship borne of gathering, making and living every drop of life to the fullest.

## WE CALL IT LIVING GLASS FULL.

Full of curiosity, creativity and openness to go all-in when you feel like it. It's our rallying cry to our community and visitors to celebrate with us in this moment. An invitation to raise a glass, raise your spirits and be forever together.







TO  
BRUNCHING  
*as an*  
ART FORM

LIVE  
GLASS  
FULL

Visit  
TEMECULA  
VALLEY

In Southern California Wine Country, we celebrate every moment with a spirited kinship and maker mindset. To the valley, to the vine, to living glass full.

Plan your next stay at  
VISITTEMECULAVALLEY.COM







# TO OUR TOGETHERNESS *setting us* APART

LIVE  
GLASS  
FUL

In Southern California Wine Country, we celebrate every moment with a spirited kinship and maker mindset. To the valley, to the vine, to living glass full.

VISIT  
TEMECULA  
VALLEY

Plan your next stay at  
[VisitTemeculaValley.com](http://VisitTemeculaValley.com)



# TO HIDDEN DOORS AND WIDE-OPEN *possibilities.*



VISIT  
**TEMECULA  
VALLEY**

Plan your next stay at  
[VISITTEMECULAVALLEY.COM](http://VISITTEMECULAVALLEY.COM)

In Southern California Wine Country, we celebrate  
every moment with a spirited kinship and maker mindset.  
To the valley, to the vine, to living glass full.





**TO SAVORING  
every last  
DROP OF  
THE DAY**

**LIVE  
GLASS  
FULL**

In Southern California Wine Country, we celebrate every moment with a spirited kinship and maker mindset. To the valley, to the vine, to living glass full.

**VISIT  
TEMECULA  
VALLEY**

Plan your next stay at  
[VISITTEMECULAVALLEY.COM](http://VISITTEMECULAVALLEY.COM)



# To Vintage SOCAL LIVING



In Southern California Wine Country, we celebrate every moment with a spirited kinship and maker mindset. To the valley, to the vine, to living glass full.

VISIT  
**TEMECULA  
VALLEY**

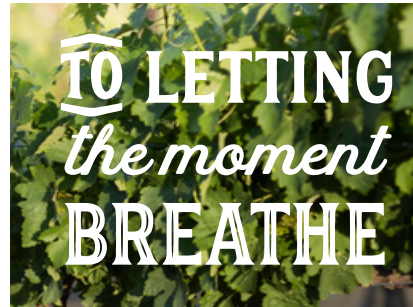
Plan your next stay at  
[VISITTEMECULAVALLEY.COM](http://VISITTEMECULAVALLEY.COM)



160 x 600



300 x 600



970 x 250



728 x 90



300 x 250



320 x 50





160 x 600



300 x 600



970 x 250



728 x 90



300 x 250



320 x 50



160 x 600



300 x 600



970 x 250



728 x 90



300 x 250



320 x 50





160 x 600



300 x 600



970 x 250



728 x 90



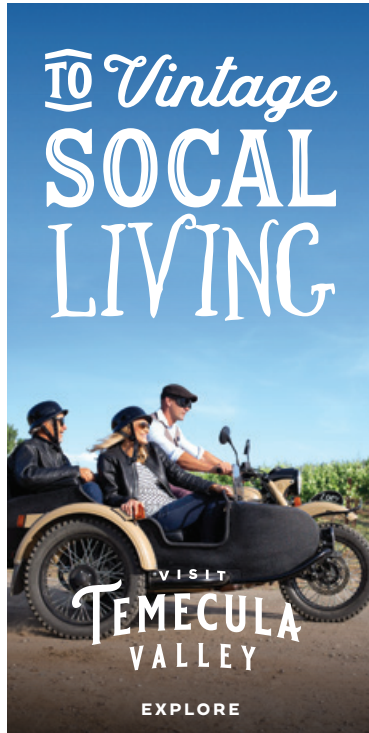
300 x 250



320 x 50



160 x 600



300 x 600



970 x 250



728 x 90

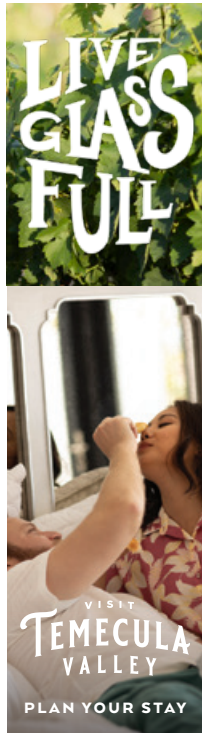


300 x 250



320 x 50

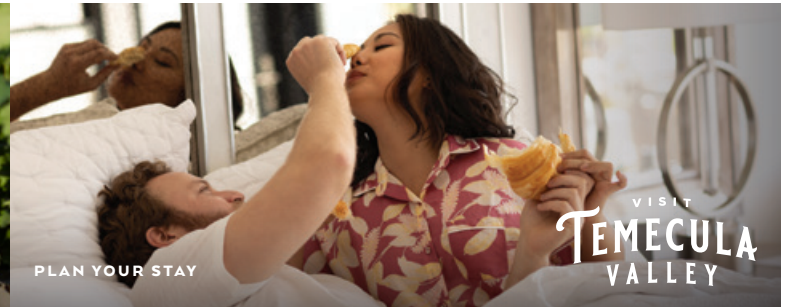




160 x 600



300 x 600



970 x 250



728 x 90



300 x 250



320 x 50



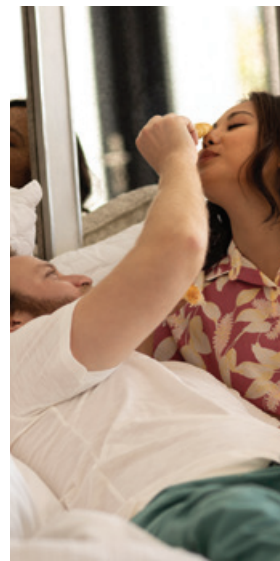
300 x 600

F1



300 x 600

F2



300 x 600

F3



300 x 600

F4



300 x 600


F5



300 x 600



F6





**Visit Temecula Valley**  
Sponsored



Here's to savoring every moment and every drop of life.  
In Southern California Wine Country we Live Glass Full.



To just letting the moment breathe

Link description: 1 line



Like Comment Share



To riding outside our comfort zones

Link description: 1 line



Like Comment Share



To hidden doors and wide-open minds

Link description: 1 line



Like Comment Share



To brunching as an art form

Link description: 1 line



Like Comment Share



To our togetherness setting us apart

Link description: 1 line

Like Comment Share



See how to Live Glass Full

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

Like Comment Share











City Banner







## OUR MANIFESTOAST



### *Here's to the Valley*

To vintage SoCal living

Where we savor every last drop of the day

To barns and barrels. Cabanas and chip stacks. Syrahs, Saisons and speakeasies

And sunsets that never stop

To just letting the moment breathe

With delicious pairings of people and passions

To a Tuesday tasting like a Saturday

Hanging poolside, greenside, inside a barrel room and outside our comfort zones

May we find ourselves forever together

Opening the good stuff... and our hearts

And may we always have a story the selfie just can't tell.

To the mavericks and free spirits of this valley who will grow it, make it,  
and uncork it for us all.

May they keep breaking the rules and blowing our minds

Let's raise a glass to this spirited place

To Southern California Wine Country

To the valley, to the vine, to us all

*To living life Glass Full.*



# BUSINESS SYSTEM







#10 open end envelope



flood of PMS 2304 on back of letterhead



letterpress  
duplex paper stocks  
business cards



888-363-2852

[info@visitemeculavalley.com](mailto:info@visitemeculavalley.com)

28690 Mercedes Ave., Suite A  
Temecula, CA 92590

*[VisitTemeculaValley.com](http://VisitTemeculaValley.com)*