

# Visit Concord California

## BRAND IDENTITY USAGE GUIDE

### ART DIRECTION

## NATURAL BEAUTY

### RATIONALE

This direction will focus on the elements of Concord that feel organic and authentic. Typography will be hand drawn. All photography will be done in a raw, first-person style to mimic real experiences.

### COLOR PALETTE



### TYPOGRAPHY

*YOUR SOUL*

PRIMARY / CUSTOM, HAND-DRAWN

*A Northern California Original*

SECONDARY / HANDELSON

Original. Unique. Natural. Authentic. Unlike anything else.

BODY COPY / AVENIR



### PHOTOGRAPHY REFERENCE



### STYLE REFERENCE

