

LUXURY CAMPAIGN:

SEEK *+ Find*

Real luxury is when your path leads you to something greater than you had imagined. When both the journey and the destination change you in ways beyond your expectations. That's what luxury means in Monterey County. When you seek experiences of real worth, you just might find something priceless.



HEADLINE
APPLICATION

Find YOUR OWN LITTLE ESCAPE.

It's simple, really. In Monterey County, when you seek something incredible ... you tend to find it.

IMAGERY



CAMPAIGN LOGO

MONTEREY
FIND YOUR WAY HERE™

SeeMonterey.com/Luxury

ALILA VENTANA BIG SUR

LOCATION TAG

CAMPAIGN APPLICATION

LOGO

The ‘Campaign Logo’ should be used when creating all luxury promotional and marketing materials. It may stand alone or be locked up with the URL.

LOCATION TAG

When space permits, use a location tag to highlight properties or jurisdictions. The tag should always be placed in a corner to maintain layout balance.

Location tag font: Sweet Sans Pro

IMAGERY

Imagery should evoke a sense of luxury, with a light, dreamy feel. It should never be too busy, allowing the natural beauty of the destination to shine through. The focus should be on showcasing participating properties and elevated experiences.

HEADLINE APPLICATION

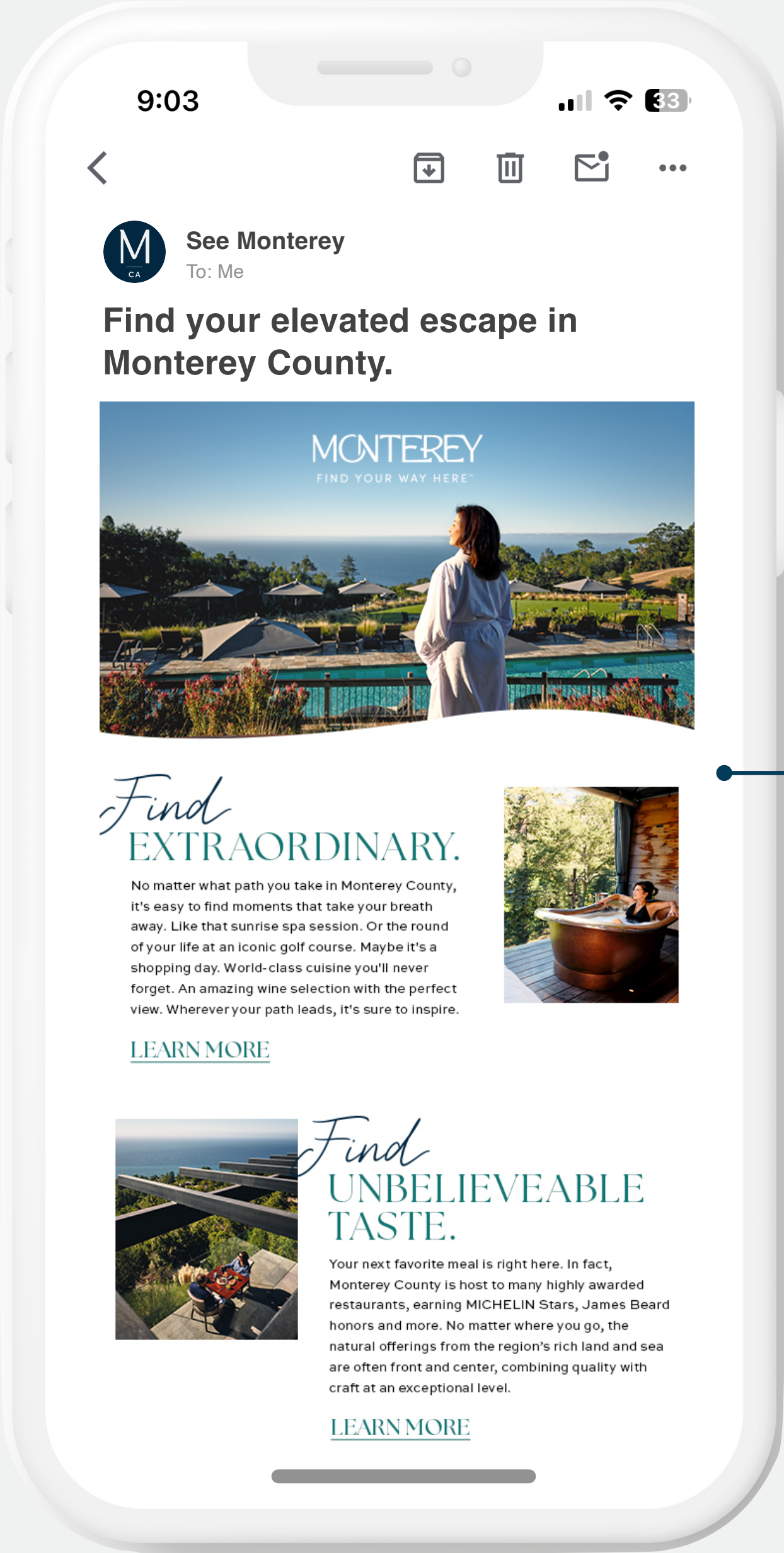
Headlines should be written in a “Find __” format, with the word “Find” extending beyond or bleeding off the edge of the page. Headlines can be arranged in a stair-step or left-justified layout.

Maintain a balanced relationship between fonts, and always use the customized “F” glyph from the ‘Seek Find’ and ‘Miltona’ script fonts. For serif type, use Adobe’s ‘The Seasons’ font.

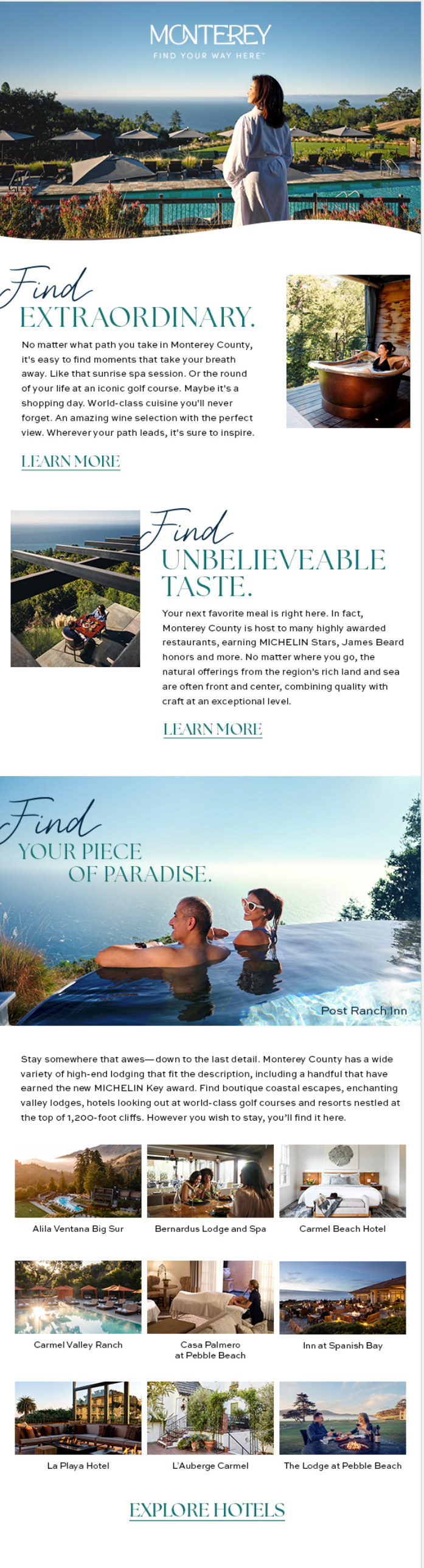
You can find more examples in a variety of formats in the following pages.



DIGITAL BANNERS



EMAIL





See Monterey ✓

Sponsored · 🌐



Find yourself surrounded by the extraordinary—
from the immense natural beauty down to the
smallest detail.



439

100 Comments 28 Shares



Like



Comment



Share



CAROUSEL SOCIAL POST