

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

**IMAGERY** 



CAMPAIGN LOGO

**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**

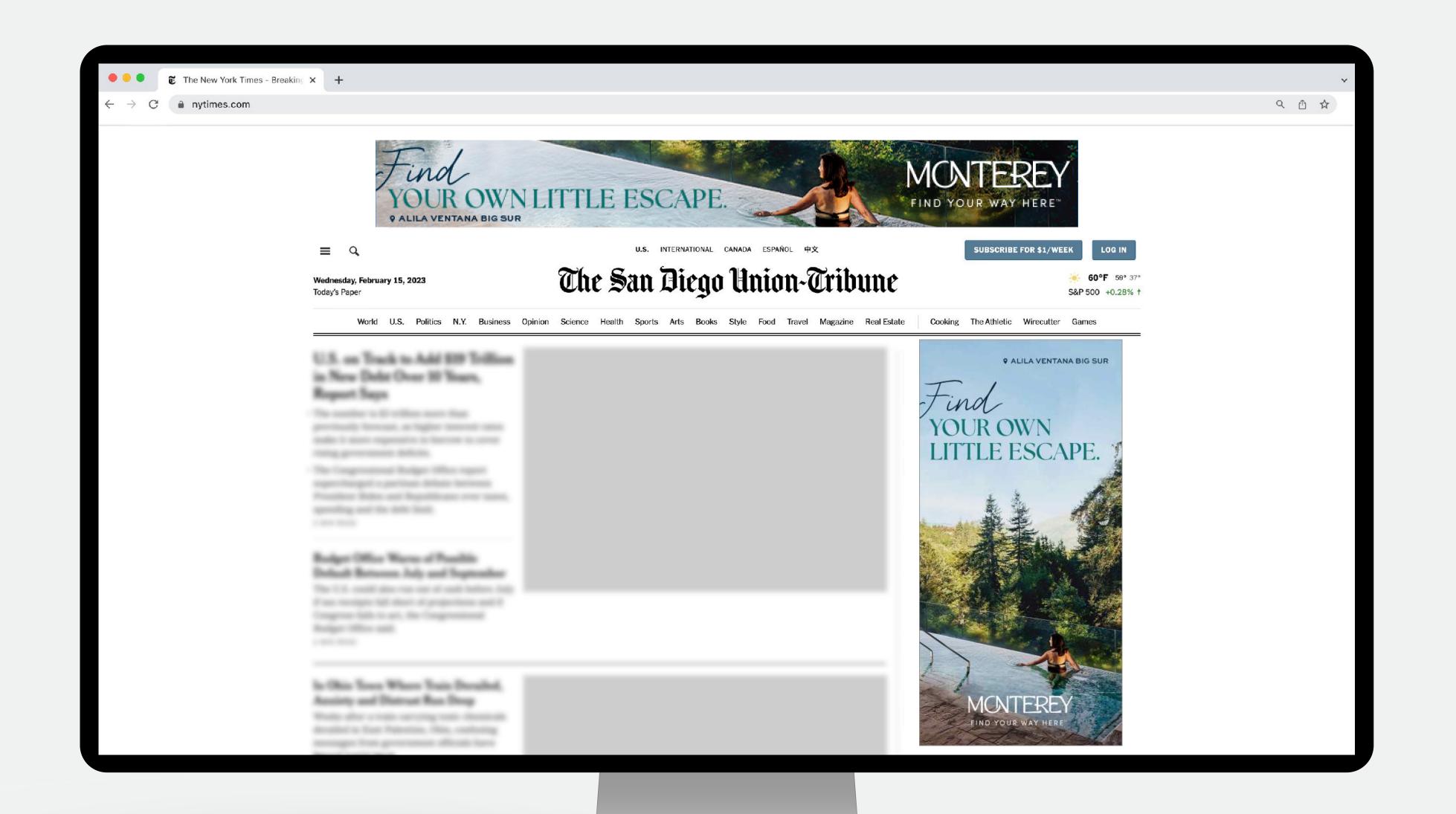
Imagery should evoke a sense of luxury, with a light, dreamy feel. It should never be too busy, allowing the natural beauty of the destination to shine through. The focus should be on showcasing participating properties and elevated experiences.

# **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.



9:03













**See Monterey** 

Find your elevated escape in **Monterey County.** 





No matter what path you take in Monterey County, it's easy to find moments that take your breath away. Like that sunrise spa session. Or the round of your life at an iconic golf course. Maybe it's a shopping day. World-class cuisine you'll never forget. An amazing wine selection with the perfect view. Wherever your path leads, it's sure to inspire.



### LEARN MORE



INBELIEVEABLE

Your next favorite meal is right here. In fact, Monterey County is host to many highly awarded restaurants, earning MICHELIN Stars, James Beard honors and more. No matter where you go, the natural offerings from the region's rich land and sea are often front and center, combining quality with craft at an exceptional level.

## LEARN MORE



# Find EXTRAORDINARY.

No matter what path you take in Monterey County, it's easy to find moments that take your breath away. Like that sunrise spa session. Or the round of your life at an iconic golf course. Maybe it's a forget. An amazing wine selection with the perfect view. Wherever your path leads, it's sure to inspire.



#### LEARN MORE



# JNBELIEVEABLE | TASTE.

Your next favorite meal is right here. In fact, Monterey County is host to many highly awarded restaurants, earning MICHELIN Stars, James Beard honors and more. No matter where you go, the natural offerings from the region's rich land and sea are often front and center, combining quality with craft at an exceptional level.

LEARN MORE



Stay somewhere that awes—down to the last detail. Monterey County has a wide variety of high-end lodging that fit the description, including a handful that have earned the new MICHELIN Key award. Find boutique coastal escapes, enchanting valley lodges, hotels looking out at world-class golf courses and resorts nestled at the top of 1,200-foot cliffs. However you wish to stay, you'll find it here.

















EXPLORE HOTELS





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

