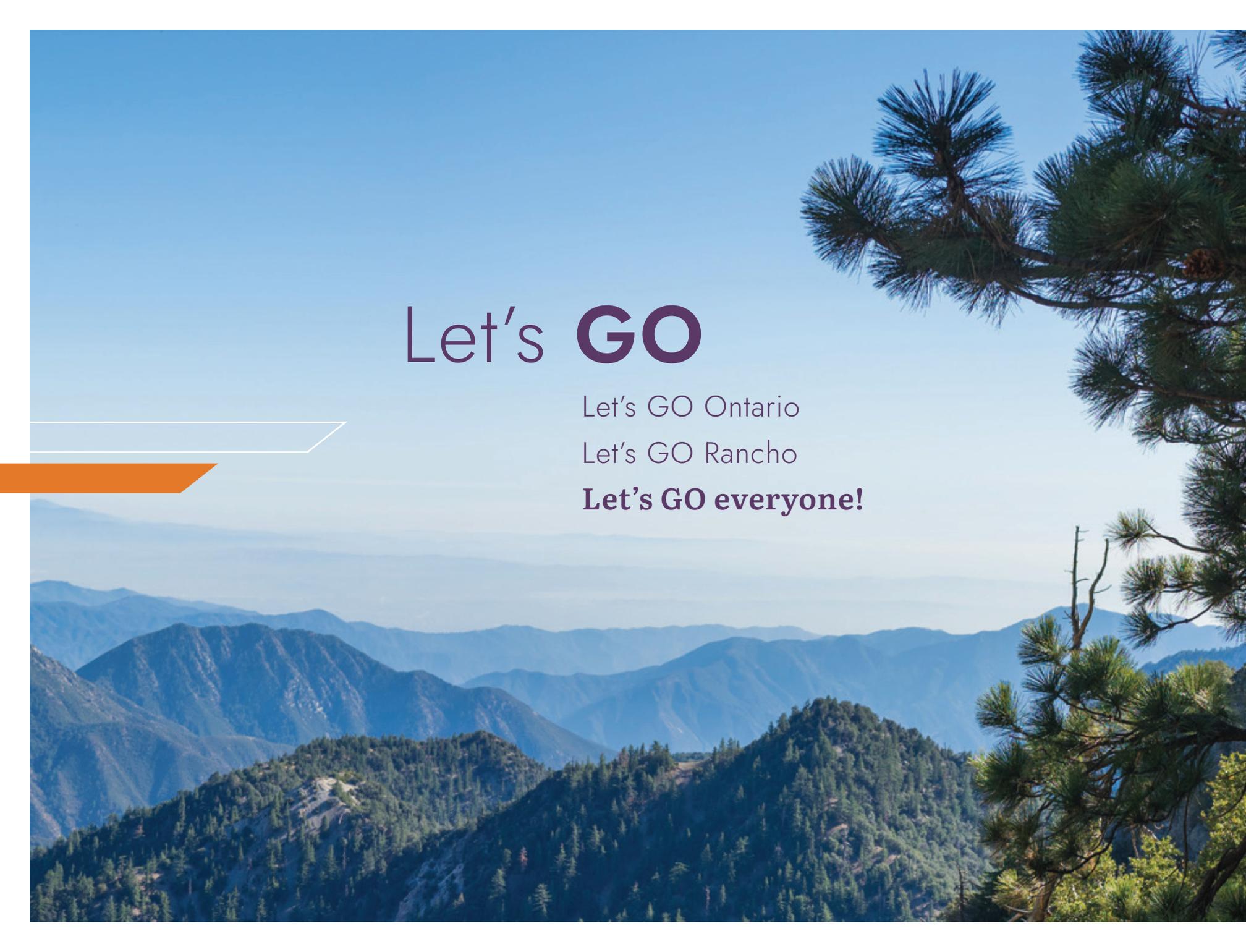




GO Ontario Vision & Brand Guidelines

It's **GO** TIME

A scenic view of a mountain range with a clear blue sky and a pine tree in the foreground. The mountains are layered, with the closest ones being dark green and blue, and the distant ones fading into a light blue haze. A pine tree is visible in the upper right corner, and a white line and orange bar are on the left side of the image.

Let's GO

Let's GO Ontario

Let's GO Rancho

Let's GO everyone!



Let's **GO** California!

And let's **GO** boldy with our newly refined and defined brand as the **"gateway to the Southern California experience."** Following, expressly for that purpose, are the Greater Ontario Vision & Brand Guidelines.



The following Vision & Brand Guidelines are provided to illuminate our brand’s spirit, articulate its story, and to provide protocols so that we are all empowered to use it—correctly and consistently—in all our marketing endeavors.

These guidelines will express best practices for utilizing our new name, logo mark, color palette, messaging and taglines across all communication channels.

They will also demonstrate to all cities and townships in the Inland Empire, particularly in the West End, how they benefit from Greater Ontario’s new brand promise.

A full review of these guidelines is encouraged, as it will give context to the meaning of “GO California” (GO CAL) and to the visual and visceral connection it will create with travelers, meeting professionals, civic leaders, residents, and business owners.



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ONTARIO CONVENTION CENTER

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OUR PURPOSE

The purpose of the new Greater Ontario brand is to meaningfully differentiate Greater Ontario from other destinations. **And to do so in a manner that creates awareness of and visitation to the region.**

With “**GOCAL**” we’re able to leverage the acronym for Greater Ontario (**GO**) with the equity inherent in being located in (Southern) California (CAL).

As an expression, **GOCAL** is both a cheer and an invitation. It’s celebratory in tone and visitation-driving in intent.

GO

Our new brand thrives on promoting accessibility to the Southern California experience and in delineating the specifics of each by creating compelling stories only we can tell.

Fundamental to all our stories is the story of connectivity. As a gateway, **GOCAL** allows our guests to connect in meaningful ways—both physically and emotionally—thanks to a collection of venues and experiences uniquely our own.



OUR PROMISE

From roots to wings.

The West-End of the Inland Empire is being transformed by the day. So much so, it necessitates redefining the Greater Ontario brand.



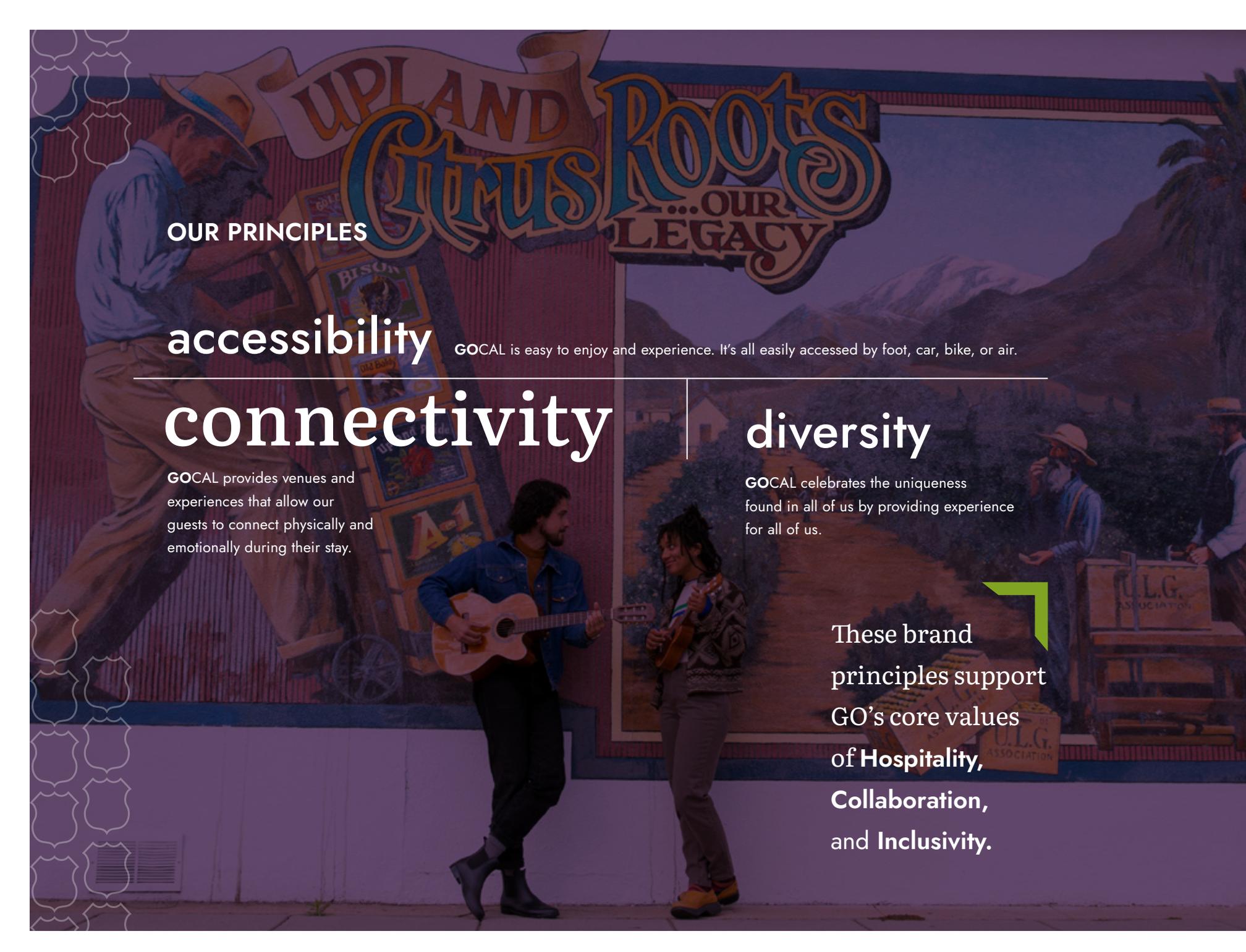
With their rich, deeply rooted histories and pioneering spirits, the cities of Ontario and Rancho Cucamonga, enable us to place an emphasis on the wings of connection and opportunity—and to then spread them fully in both expression and action.

With a brighter outlook and grander vision—with our values drawn from a citizenry of visionaries that taught us to dream big dreams—“GO” can emerge as a premiere destination, for business or pleasure.

From Roots to Wings is a nod to our spirit, energy, and civic pride—and our desire to build upon new opportunities so our region continues to prosper and create brighter futures for all.

A woman with long brown hair, wearing a blue blazer and matching pants, a white polka-dot blouse, and a black shoulder bag, is walking through a bright, modern office hallway. She is smiling and looking upwards and to the right. The hallway has white walls, large windows on the left, and a curved ceiling with recessed lighting. In the background, there are office doors and signs.

Our
VALUES are **DRAWN**
from a citizenry of
visionaries that taught
us to dream
big dreams.



OUR PRINCIPLES

accessibility

GOCAL is easy to enjoy and experience. It's all easily accessed by foot, car, bike, or air.

connectivity

GOCAL provides venues and experiences that allow our guests to connect physically and emotionally during their stay.

diversity

GOCAL celebrates the uniqueness found in all of us by providing experience for all of us.

These brand principles support GO's core values of **Hospitality, Collaboration, and Inclusivity.**

OUR PERSONALITY

Every brand has a personality. An attitude. A feeling it creates when one encounters it.

Knowing what that personality is—and what traits support and guide it—will inform how we portray and communicate the **GO** brand.

Gracious We're grateful for the space around us, the Mediterranean skies above us, and the cultures shared between us.

Active We're a place on the go. Surrounded by mountaintops and hillsides, close to the coastlines and cliffsides, going for a hike, bike, walk, or run is always an option.

Visionary We're pioneering the future. We're exploring new ways to grow and be sustainable, building new homes and neighborhoods. We're doing global business and helping change the world as we do it.

Smart We love to learn. And grow accordingly. As a thriving higher-education collective, we aspire to change the world and support changes that will make the world better for all.

Charming We're a delight to be with. Discovered in every city of the West-End are historic buildings, quaint shops, timeless bandshells and countless other reminders of our California roots—and the pride with which we celebrate it.

Welcoming We're glad to have you here. Wherever visitors "**GO**", they'll be accepted with open arms and greeted with warm smiles. **GO**CAL rolls out its welcome mat to greet you, meet you, and on any given day, celebrate you.

Entertaining We're fun. Day and night, you can indulge in your love for music, art, classic cars, competitive sports, old vines, classic wines, craft beers just about anything else you desire. Each day can be as entertaining as you want it to be.

Connected We have what you need. From venues to adventures. From the classic to the contemporary. Mom and pop shops to brand name shopping. Cultures to communities. Business professionals to next-generation entrepreneurs.





BRAND POSITION & TAGLINE

It's how we make a stand and stand out at the same time.
It articulates our brand principles and brand personality.

It's the truth and promise of who we are.

The Gateway to *Southern California.*

Let us be clear about who we are organizationally (the cities of Ontario and Rancho Cucamonga), while also expressing our relationship to—and connection with—the wider region and the cities within. They are, after all, part of our destination's strength and marketability.

With this position, we speak to our abundance of offerings, suggesting that **GO** provides plenty of options and access points to get from one incredible experience to another ...and another.

It also suggests that your Southern California experience "goes through"

Greater Ontario.





NEW ORGANIZATIONAL NAME

The renaming of our organization to **GO**CAL heralds a new era for our dynamic destination. With numerous cities, one rightfully assumes there's much to be experienced.

Our renaming also sets an inherent expectation for excitement and variety and an ability to accommodate one's needs and desires, whether a visitor seeking a new adventure or a meeting planner seeking a new venue.

It should be noted this renaming also serves an operational purpose: It will likely have other non-participating cities within the region wanting to now be 'part of the family' of inland cities and contributing to our efforts and resources.

GOCCAL

inclusivity

From a marketing standpoint, **GO**California—or **GO**CAL—is an empowering expression. It invites visitors seeking to tap into the Southern California experience to 'GO' do it.

accessibility

With "**GO**CAL" we also suggest accessibility, that you can easily "GO" everywhere you want to be.

connectivity

Finally, as a gateway, **GO**CAL promises 'connectivity' as we provide the connections to where you want to be—both physically and emotionally—with all the attributes and experiences necessary to make connecting so meaningful.



HIDDEN GEMS

Our collaborative West-End boasts a litany of "hidden gems" and unfamiliar experiences to be had. It is easy to see why the region holds such a renewed promise for being a "gem" of a destination for enjoying our famed SoCal experience. It is this purpose that our identity reflects that.



OUR VOICE

This is how we express ourselves in written and spoken word. It determines messaging, word choice, and construct.



For GO, that voice is one of authenticity and simplicity, with a nod to the poetic.

After reading of us or hearing from us, our consumer should feel intrigued and motivated to come experience us, and to have us deliver on the experience promised in the messaging.

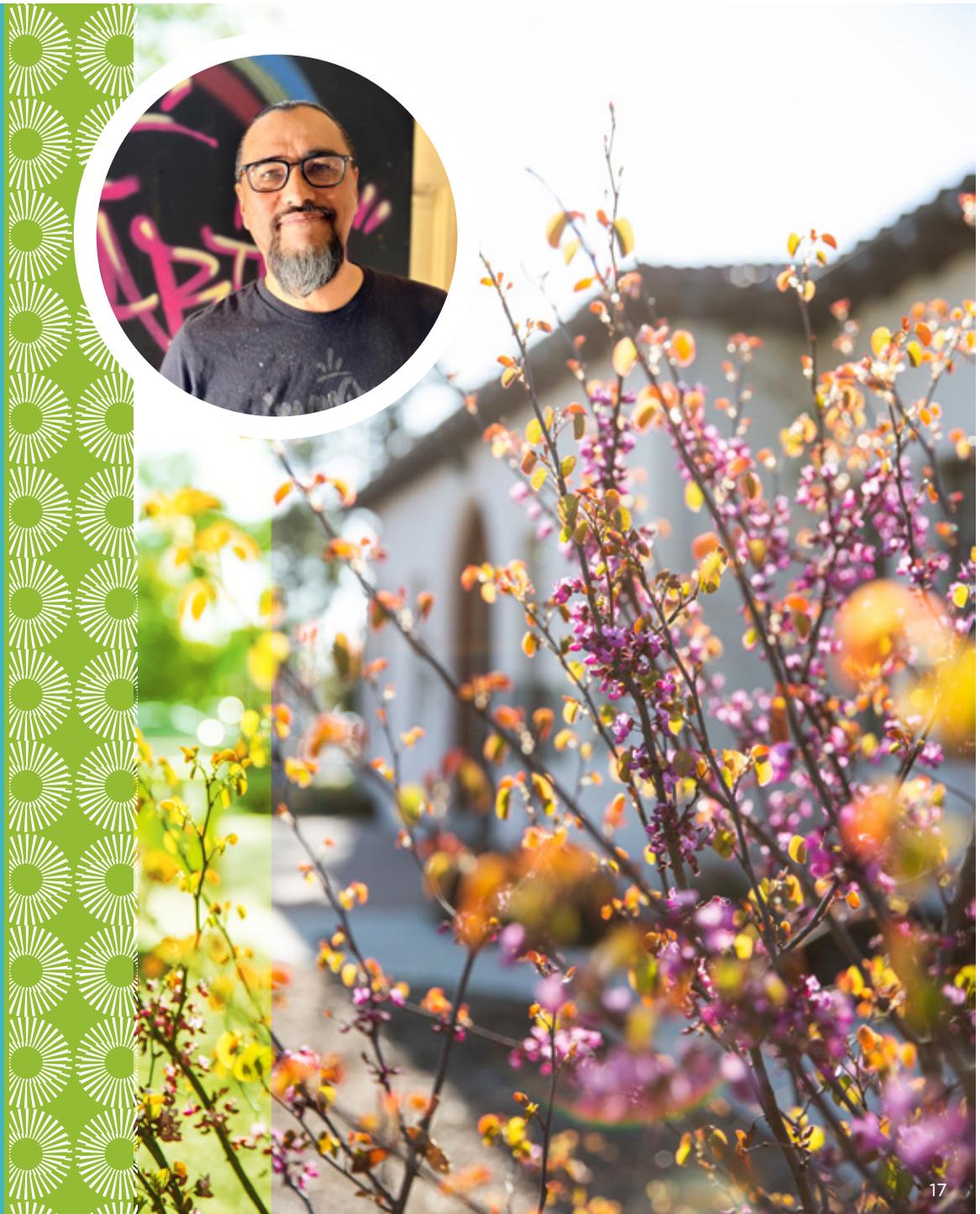
**We will not be cliché. Or common.
Or merely clever.**

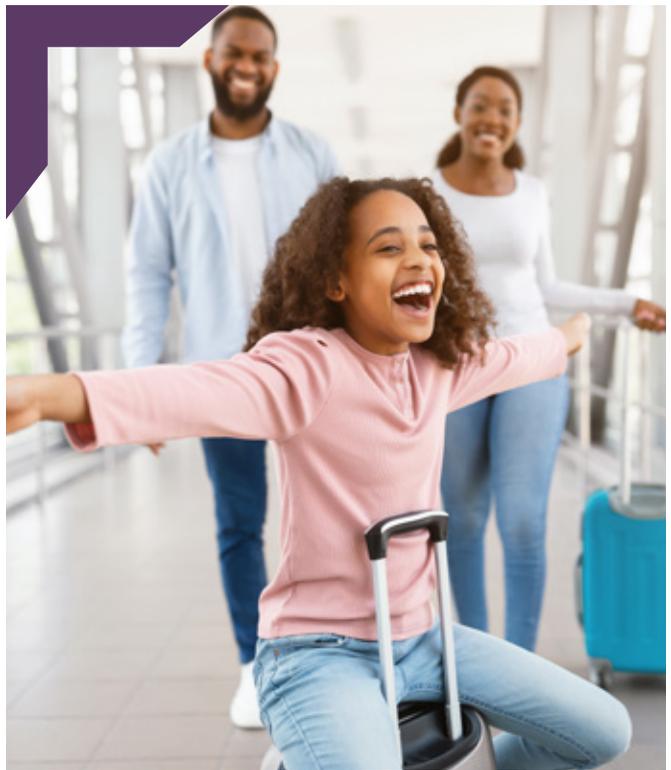
We'll express the magic of who we are and what we offer.

We will tell stories leveraging our history. Our heritage. And our hopes for the future.

WILL BE A VOICE OF ENTICEMENT.
Of excitement. Of opportunity.

Will be a voice that stands out from the thousands of others heard every day.







BRAND TAGLINE

It is our truth well told.

It is:

So much, so close. **SoCal.**

It is a lyrical construct.

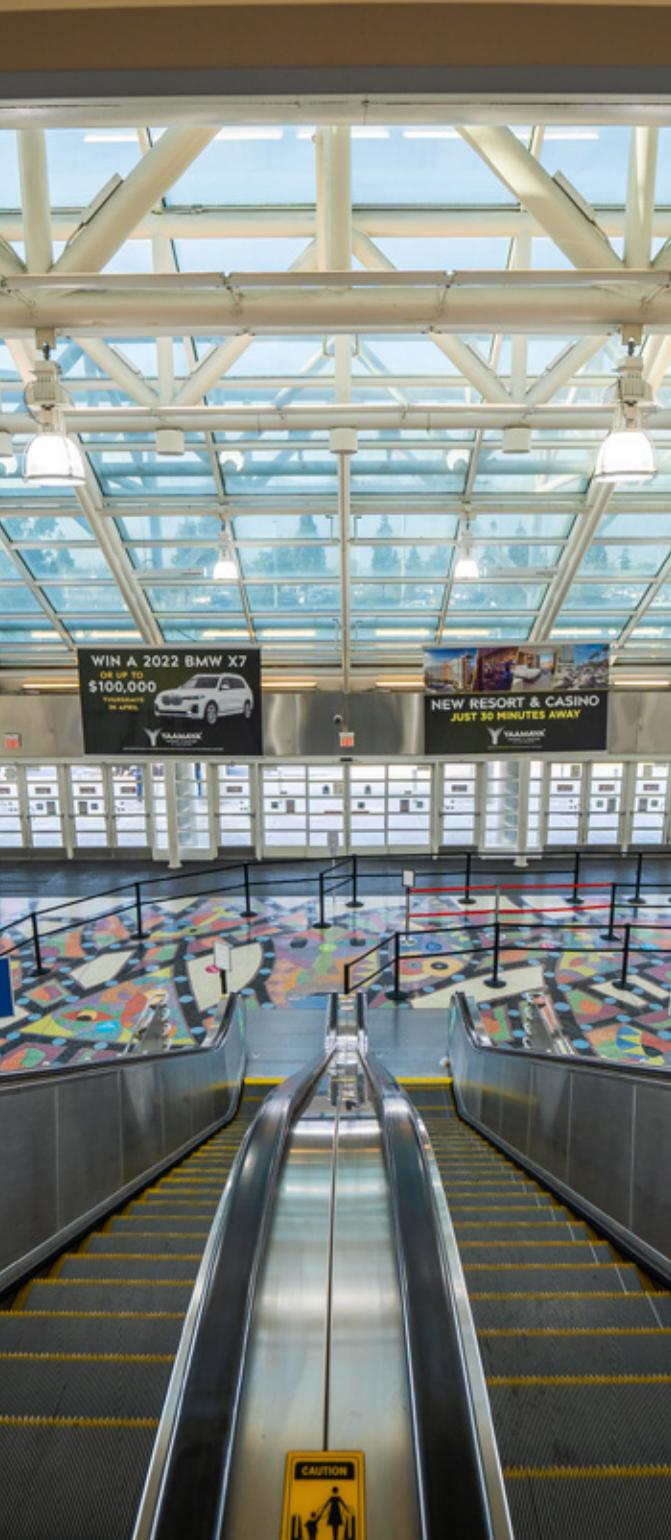
A memorable expression crafted using three significant attributes of Greater Ontario in just **five** words.

So much suggests **GO**CAL offers lots of things to see, do and experience.

So close suggests **GO**CAL makes accessing them easy and convenient.

SoCal suggests **GO**CAL is part and parcel of the endlessly popular Southern California.





PROFESSIONAL BRAND POSITION & TAGLINE

INLAND & UPWARD

Let's speak to the economic direction of the West-End of the Inland Empire.

It is both inland (geographically) but more importantly, upward (metaphorically). And it is this upward trajectory that defines us from an economic development point of view. It is a trajectory created by civic pride and relentless commitment.

A pride that has created the unparalleled growth and transformation of today while ensuring we'll continue to grow by

fulfilling our vision of tomorrow.





Identity Design Inspiration

The circular elements discovered throughout the cities and locales are drawn from its history and current aesthetics found within the Greater Ontario region. This was the inspiration for the new modern logo mark which comprises each letterform and the design of Greater Ontario's refreshed identity.





Earth

Fresh green pays tribute to the agricultural roots of vineyards, citrus and olives as well as embracing sustainability.



Merlot

Rich Purple amplifies the high level of multiculturalism and diversity among our people while conveying a sense of modernity.



Sky

Muted blue embodies the confident and uplifting spirit of the region as it looks toward a healthy future of growth.



COLOR PALETTE

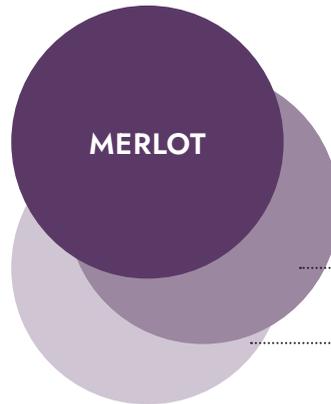
GOCAL is a colorful place with inspiration drawn from the Mediterranean roots of the people who planted vineyards, citrus groves and olive trees in fertile Cucamonga Valley. The lush foothills and crops grown fed the agricultural drive and ingenuity of the people who dreamed big dreams and built a thriving metropolis. Our primary and secondary colors reflect the region and our brand vision.

Although we recommend using the primary palette more often, we also want to encourage use of our playful secondary colors as well. Neutrals are for usage as subtle accents and black and white. Play with tints of each color and use a 60/40 ratio, when picking a color.

* PMS stands for PANTONE MATCHING SYSTEM. PANTONE® is a registered trademark of PANTONE, Inc. The colors shown here and throughout these guidelines may not match the PANTONE Color Standards.

NOTE: Work with your printer to achieve the best results based on the substrate you are printing on.

PRIMARY



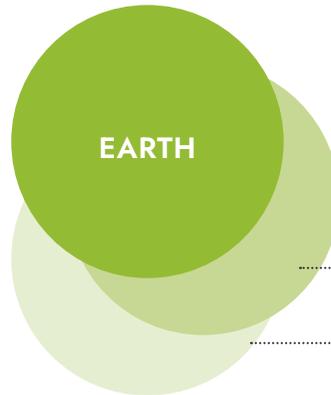
CMYK 70 86 33 20
RGB 92 58 102
HEX 5C3A66
PMS* 519C

50% TINT

20% TINT

USAGE

Body copy, headlines, subheads, large areas of color (flood of color on page), accent details, logo



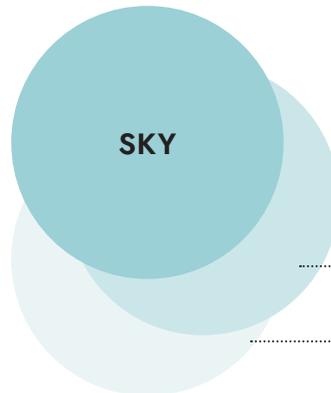
CMYK 41 0 100 10
RGB 128 164 34
HEX 80A422
PMS* 376C

50% TINT

20% TINT

USAGE

Body copy over 12pt, headlines, subheads, large areas of color (flood of color on page), accent details, logo



CMYK 38 4 15 0
RGB 151 202 202
HEX 97CACA
PMS* 291C

50% TINT

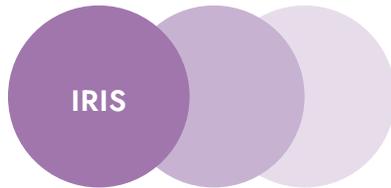
20% TINT

USAGE

Headlines, subheads, large areas of color (flood of color on page), accent details, logo

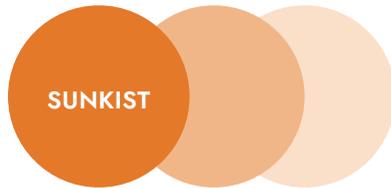
Do not use for body copy.

SECONDARY



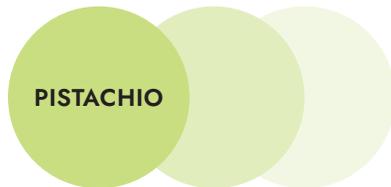
IRIS

CMYK 40 60 5 0
RGB 160 118 171
HEX A076AB
PMS* 5265C



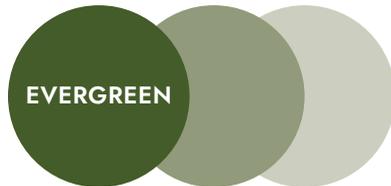
SUNKIST

CMYK 7 63 97 0
RGB 227 121 41
HEX E3792A
PMS* 382C



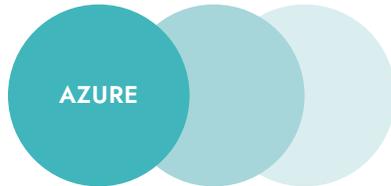
PISTACHIO

CMYK 19 0 47 4
RGB 199 245 130
HEX C7F582
PMS* 382C



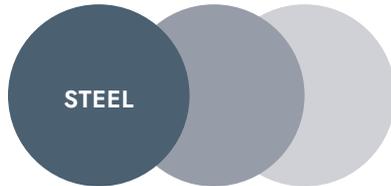
EVERGREEN

CMYK 71 41 100 35
RGB 67 92 30
HEX 455D2B
PMS* 371C



AZURE

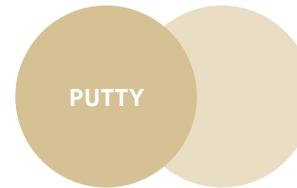
CMYK 67 7 27 0
RGB 69 181 189
HEX 45B5BC
PMS* 3115C



STEEL

CMYK 75 55 41 18
RGB 76 95 112
HEX 4C6070
PMS* 3165C

NEUTRAL



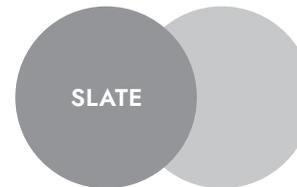
PUTTY

CMYK 17 20 45 0
RGB 214 194 149
HEX D6C295
PMS* 7502C



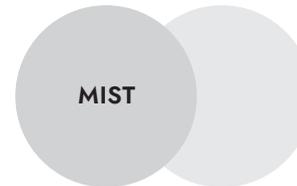
SAND

CMYK 5 7 16 0
RGB 239 231 212
HEX EFE7D4
PMS* 7500C



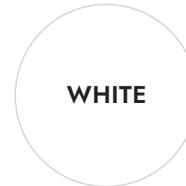
SLATE

CMYK 0 0 0 50
RGB 147 149 152
HEX 939598
PMS* 7544C



MIST

CMYK 0 0 0 20
RGB 209 211 212
HEX D1D3D4
PMS* 7541C



WHITE

CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFFFF
PMS* N/A



RICH BLACK

CMYK 65 65 65 100
RGB 0 0 0
HEX 000000
PMS* BlackC





LET'S CALL IT "THE GEM"

Over time, the **GO**CAL name and The Gem mark will identify as its branded symbol.

LOGO MARK

The new Gem logo mark is a distinct and identifiable symbol that graphically embodies the spirit of the GO region.

Stunningly simple, the geometric logo mark combines the letters "G" of Greater Ontario and Gems, the "C" of California, an "inward point" and an "upward arrow." This symbol represents the inclusive and collaborative region of **GO**CAL



LOGO VARIATIONS

We have three logo variations—each with distinctive use cases based on audience, placement and what we want to communicate. Please reference the explanation for each logo variation to understand when to use these logos.

CORPORATE "NEW NAME" LOGO

OUR BRAND TAGLINE LOGO

PROFESSIONAL TAGLINE LOGO

All logo variations consist of three elements:

- 1 Logo Mark (the "G" Gem)
- 2 Word Mark (**GO**CAL or **GO**California)
- 3 Identity Tagline

The **primary logo** is the vertical/stacked version
The **secondary logo** is the horizontal version.

NOTE: Choose the logo orientation that best suits the visual space and application. The positioning and size of the Gem in relation to the word mark and identity tag is called a lockup. Do not alter the lockup in any way. Yes, the identity tag on the vertical version is slightly further away from the word mark, than on the horizontal version.



USAGE: This is the official corporate logo. This mark should be used on all media reflecting on **GO**CAL the company. Use on corporate documents, annual reports, letterheads and company-wide emails are some of the examples when to use this mark.



We will introduce ourselves as both **GO**CAL and **GO**California, and in time, build equity for the region under this name, emblem and brand identity.

INTERNATIONAL AUDIENCE AND GROUP BUSINESS

The **GO**California lockup was created to address the strategic matter of clarifying that we're defining, marketing and communicating Ontario, California and its cities/region. The abbreviation for California (CAL) may not be known worldwide. With California being a preferred destination for international business and travelers alike, this option provides instant association with the Golden State.



CORPORATE "NEW NAME" LOGO

OUR BRAND TAGLINE LOGO

PROFESSIONAL TAGLINE LOGO

USAGE: In order to reinforce our brand, our brand logo features our brand tagline, So much, so close. SoCal. This should be used in most consumer facing media like ads, digital and print.

The **primary logo** is the vertical/stacked version
The **secondary logo** is the horizontal version.

NOTE: Choose the logo orientation that best suits the visual space and application. The positioning and size of the Gem in relation to the word mark and identity tag is called a lockup. Do not alter the lockup in any way.





INTERNATIONAL AUDIENCE AND GROUP BUSINESS

The **GOCalifornia** lockup was created to address the strategic matter of clarifying that we're defining, marketing and communicating Ontario, California and it's cities/region. The abbreviation for California (CAL) may not be known worldwide. With California being a preferred destination for international business and travelers alike, this option provides instant association with the Golden State.



CORPORATE "NEW NAME" LOGO

OUR BRAND TAGLINE LOGO

PROFESSIONAL TAGLINE LOGO

USAGE: Let's speak to the economic direction of the West-End of the Inland Empire. It is both inland (geographically) but more importantly, upward (metaphorically).

Use this logo on all Business to Business and industry facing materials including email, print ads, digital ads, OOH, direct mail, social media profile pictures and branded social content.

The **primary logo** is the vertical/stacked version
The **secondary logo** is the horizontal version.

REMEMBER: As meeting, travel and hospitality professionals develop a comfort level with our geographic location as how we position the Greater Ontario region, the vernacular of "GOCAL" will be second nature and others will follow suit. Marketing and word-of-mouth will help cement the brand as **The Gateway to Southern California**.





INTERNATIONAL AUDIENCE AND GROUP BUSINESS

The **GOCalifornia** lockup was created to address the strategic matter of clarifying that we're defining, marketing and communicating Ontario, California and its cities/region. The abbreviation for California (CAL) may not be known worldwide. With California being a preferred destination for international business and travelers alike, this option provides instant association with the Golden State.



ELEMENTS AND USAGE

The three elements of the **GO**CAL Identity can be used as design elements.

The logo lockup (vertical or horizontal) must also appear on the item.
The elements can live alone or be separated from each other for certain uses. Separating the elements must be done for intentional design, layout aesthetic or messaging.

NOTE: These rules apply to ALL color variations (reversed/white, one color)

The logo mark or “Gem” can be separated from the word mark and identity tag as a design element as long as all three elements are used on the same item.



The word mark “GOCAL” can be separated from the logo mark, but the tagline must be used elsewhere on the same item.

GOCAL

The tagline can be separated from the logo mark and word mark, however, it must still appear elsewhere on the same item.

GREATER ONTARIO **CALIFORNIA**

So much, so close. **SoCal.**

INLAND & UPWARD

The word mark “GOCalifornia” can be separated from the logo mark, but the tag must stay connected in the lockup shown.

GREATER ONTARIO
GOCalifornia



DIGITAL AND SOCIAL

The sizes shown are for reference when used in digital ads and on various social media platforms. Sizes are updated periodically, so refer to brand standards for the platform you are using or is not addressed here.

The Gem logo mark is perfect for every social media platform profile picture since it is easily recognizable at a very small size. The cover picture can change, but the profile picture should remain constant.

2023 RECOMMENDED JPEG FILE SIZES

FACEBOOK

Profile Pic **320 x 320 px**
displays at 176 x 176 px on desktop, 196 x 196 px on smartphones and 36 x 36 px on feature phones

Cover Photo **851 x 315 px**

INSTAGRAM

Profile Pic **320 x 320 px**

TWITTER

Profile Pic **400 x 400 px**
Header Photo **1500 x 1500 px**

LINKEDIN - Company Page

Profile Pic **400 x 400 px**
Page Cover **1128 x 192 px**

FAVICON SIZE FOR URL **16 x 16 px**



CLEAR SPACE

There are several versions of the **GO**CAL logo and several versions of **GO**California logo that will be used in and on a variety of mediums, from printed business cards, tradeshow banners, magazine ads, digital banners ads, social websites, emails and embroidered on shirts or silk-screened on tote-bags. The possibilities are vast and there may be applications that need to be addressed. Your **GO**CAL team will help.



Digital and social media addressed on page 33

CLEAR SPACE

Clear space is the area surrounding all logos, the GEM and word mark that must be kept free of other graphic elements to ensure legibility. The minimum clear space is equal to the size of the "O" in the word mark.



MINIMUM SIZE

MINIMUM SIZE (inches and pixels based on 96 ppi)

The logo should be legible at all sizes—for print, web and embroidery. The minimum size for the **primary logo** is 1" wide. If the application warrants a logo smaller use the logo *without the identity tag*. Minimum size for logo without tag is .5" wide.



The minimum size for the **secondary logo** is 1.5" wide. If the application warrants a logo smaller use the logo *without the identity tag*. Minimum size for logo without tag is .75" wide.



The minimum size for the **GOCalifornia logo** is 2.5" wide. If the application warrants a logo smaller use the logo mark without the GEM. Minimum size for logo mark without the GEM is 1.875" wide.



The Gem should be legible at all sizes and it's clean lines will allow it to work well for digital applications (ie. favicon, app icon) and print (ie. stickers, pens, lanyard). Use the logo full color, Merlot, Black or White ONLY.



COLOR USAGE

There will be instances when the three-color logo mark, the Gem, word mark and identity tag need to be one color.

All logos and the Gem can be used in 100% value of Black, Reversed/White, Merlot, Earth and Sky.

NO tints of the logo (with or without identity tag) may be used.

NOTE: Clear space and minimum size requirements apply to all logos.

A tint of **the Gem** may be used as a design element or applied as a pattern for printing branded merchandise or digital applications.



INTEGRITY

To maintain the integrity of the identity, don't manipulate the logo or elements of the logo.

Use these guidelines to become familiar with the identity and how to best integrate it into various usage applications.



DON'T RECOLOR



DON'T USE GRADIENT BRAND COLORS



DON'T DISTORT



DON'T REPOSITION ELEMENTS OR RESIZE



DON'T ROTATE



DON'T PLACE ON TOP OF AN IMAGE OR COLOR THAT MAKES THE LOGO HARD TO READ.

USE A REVERSED/WHITE LOGO OR AN APPROVED BRAND COLOR THAT PROVIDES CONTRAST.



The modern architecture and clean geometric lines inspired the new symbol for the OCC. The letter "C" from the words Convention Center were used to create a dimensional logo mark. When the two "C's" are connected they make an "O" for Ontario. A subtle nod to the upward direction of the region, the "A" in the word mark creates an upward pointing arrow.





We're about making connections.

The Greater Ontario region is about connections, be it connecting one city to another via the airport, connecting colleagues through trade shows, exhibits and conferences, or connecting families and friends through memorable events.

Ontario Convention Center makes many connections possible and appeals to meeting and event planners, families, foodies, and nature lovers...EVERYONE and ANYONE looking for—and perhaps needing—to make a connection.

COLOR PALETTE



LOGO VARIATIONS

The Ontario Convention Center (OCC) logo consists of two elements and three colors. This mark should be used on all media reflecting the Ontario Convention Center, the company. Internal documents, annual reports, letterheads and company-wide emails are some of the examples when to use this new logo.

- 1 Logo Mark (Connector)
COLORS: Merlot, Earth and Evergreen
- 2 Word Mark (Ontario Convention Center)
COLORS: Merlot

The **primary logo** is the vertical/stacked version

The **secondary logo** is the horizontal version.

The **tertiary logo** is a stacked version with a identity tag for Southern California.

NOTE: Choose the logo orientation that best suits the visual space and application. The positioning and size of the connector in relation to the word mark is locked. Do not alter the lockup in any way.



ELEMENTS AND USAGE

The two elements of the OCC Identity can be used as design elements. The logo lockup (vertical or horizontal) must also appear on the item.

The elements can live alone or be separated from each other for certain uses. Separating the elements must be done for intentional design, layout aesthetic or messaging.

NOTE: These rules apply to ALL color variations (reversed/white, one color)

The logo mark or “Connector” can be separated from the word mark as a design element as long as both elements are used on the same item.



The word mark Ontario Convention Center can be separated from the Logo Mark, but must be used elsewhere on the same item.



The word mark “Ontario Convention Center Southern California” can be separated from the Logo Mark, but must be used elsewhere on the same item.



CLEAR SPACE

There are two versions of the OCC logo and one version of the OCC Southern California logo that will be used in and on a variety of mediums, from printed business cards, tradeshow banners, magazine ads, digital banners ads, social websites, emails and embroidered on shirts or silk-screened on tote-bags. The possibilities are vast and there may be applications that need to be addressed.

Clear space is the area surrounding all logos, the Connector and word mark that must be kept free of other graphic elements to ensure legibility. The minimum clear space is equal to the size of the "ON" in the word mark.



MINIMUM SIZE

MINIMUM SIZE

(inches and pixels based on 96 ppi)

The logo should be legible at all sizes—for print, web and embroidery.

The minimum size for the **primary logo** is 1" wide.

The minimum size for the **secondary logo** is 1.5" wide.

The minimum size for **tertiary logo** is 1.75" wide.

The Connector should be legible at all sizes and it's clean lines and will allow it to work well for digital applications (ie. favicon, app icon) and print (ie. stickers, pens, lanyard).

Use the logo full color, Merlot, Evergreen, Black or White ONLY.



COLOR USAGE

There will be instances when the three-color logo mark, the Connector, word mark and identity tag need to be one color.

All logos and the Connector can be used in 100% value of Black, Reversed/White, Merlot, Earth and Evergreen.

NO tints of the logo may be used.

NOTE: Clear space and minimum size requirements listed on page 17 applies to all logos.

A tint of **the Connector** may be used as a design element or applied as a pattern for printing branded merchandise or digital applications.



INTEGRITY

To maintain the integrity of the identity, do not manipulate the logo, or elements of the logo.

Use these guidelines to become familiar with the identity and how to best integrate it into various usage applications.



ONTARIO
CONVENTION CENTER

DON'T RECOLOR



DON'T CHANGE OUT
BRAND COLORS



ONTARIO
CONVENTION CENTER

ONTARIO
CONVENTION CENTER

DON'T DISTORT



DON'T REPOSITION ELEMENTS OR RESIZE

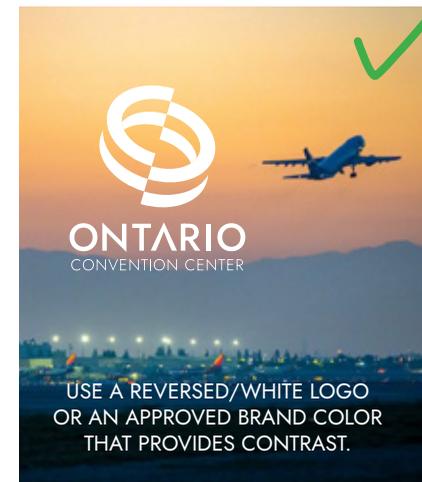


ONTARIO
CONVENTION CENTER

DON'T ROTATE



DON'T PLACE ON TOP OF AN
IMAGE OR COLOR THAT MAKES
THE LOGO HARD TO READ.



USE A REVERSED/WHITE LOGO
OR AN APPROVED BRAND COLOR
THAT PROVIDES CONTRAST.

TYPOGRAPHY

Typography is an important component of the **GO**CAL and the OCC identity and brand.

Jost was chosen as the primary typeface because the clean and geometric lines complement the energetic, spirited and motivating personality of the brand.

Jost was used as the basis for the **GO**CAL and OCC word mark and then modified to create a connection and motion.

When **GO**CAL or **GO**California is used in body copy, there is NO a space between “GO” and “CAL” or “GO” and “California”.

Both Jost and Literata are Google Fonts (open source) and free to use for print and web projects.

fonts.google.com

Jost

Jost is a san serif typeface should be used most frequently whenever and has a comprehensive range of weights as well as many additional characters (Latin characters, fractions etc) for all creative needs.

Set tracking to 10 for body copy and 25 for headlines or subheads

Light (use for body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&*()_{}[];:'",.\<>/?+=®©™

Regular (use for emphasis or when reversed out of a dark color)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890

SemiBold (use for emphasis)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890

Bold, ExtraBold, Black

SoCal

Literata

Literata is a serif typeface should be used as a complementary font with Jost. Literata has a comprehensive range of weights as well as many additional characters (Latin characters, fractions etc) for all creative needs.

Light (use for body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&*()_{}[];:”’,.\|<>/?+=®©™

Regular (use for emphasis or when reversed out of a dark color)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890

SemiBold (use for emphasis)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890

Bold, ExtraBold, Black



These brand principles support GO's core values of **Hospitality, Collaboration, and Inclusivity.**

accessibility
connectivity
diversity

PHOTOGRAPHY

Connections & Emotions

From lifestyle to moments in time, **GO**California photography will help build emotional connections with its varied cities, towns, and offerings. We want to capture real experiences that surprise us. Each image has an intention to capture your imagination while sharing a special moment that will make you want to “GO.”



BEING CONSISTENT IS THE KEY

As the **GOCAL** identity is shared with the public, follow these guidelines for size, color and usage on any medium you want to use to promote the brand.

Remember

1. Size matters (is the identity legible and easy to read).
2. Does the item promote **GOCAL** in a positive way.
3. Quality and reusable vs. cheap and disposable.





2000 East Convention Center Way
Ontario, California 91764

GO-CAL.ORG

