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Please Note: The photography within this brand book is for placement only and they have not been approved for external usage. All imagery approvals and design usage must be managed by Visit Oceanside.







HERE WE GO

When you're in a crowded room, how do you cut through all the noise? One, you speak out loud and clear. And two, you make sure you have something interesting to say.

These guidelines are a tool to help you make sure the unique and compelling message of Oceanside gets heard above all the chatter. Families, foodies, travel groups, they're all out there looking for the next great Southern California beach destination.

A brand is more than a logo. It's the embodiment of how people think and feel about a place. A relationship, interpreted through words and images. So we must be consistent in how we convey Oceanside, advertise Oceanside at every touchpoint and communicate the incredible range of experiences people can have here.

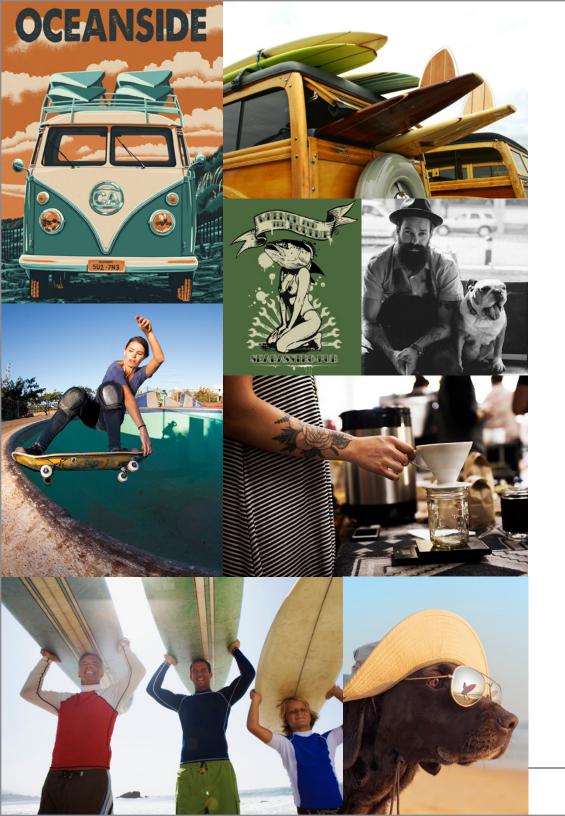
These guidelines are for you to use to help deliver the Oceanside brand to the world. Use them. Live them. **Be O'side. Let's do this.**





The mission of VISIT OCEANSIDE is to unite our community's tourism businesses to generate visitor spending that will positively impact jobs, tax revenues, the coastal environment and the quality of life for the City of Oceanside.





AT ITS CORE, WE ARE ABOUT AUTHENTICITY.

Authenticity is quite the buzzword these days. And most of the time, it's meaning-light, if not meaningless.

But in Oceanside, authenticity is a mantra. A credo. The kind of motto-as-life-principle you might see inked on your barista's arm. It means keeping it real, even when you're on a crazy upward trajectory of happy, life-affirming awesomeness.

And Oceanside is indeed ascending. New things are happening here. The kinds of things today's savvy travelers find riveting. The food and brew scene are flourishing. Cultural expression is blossoming. Recreation is thriving. There's a tangible entrepreneurial energy making Oceanside buzz. And at the same time, it's more family friendly than ever.



Oceanside is going about all this self-improvement in a refreshingly Oceanside way. While other Southern California beach towns are busy buffing themselves to a glossier, more polished sheen, Oceanside is taking the repurpose, revitalize and reimagine approach. Talk about staying true to your roots.

That's why Oceanside is the ultimate discovery destination for visitors. It is the quintessential California beach town—home to a wide, sandy, picture-perfect beach and charming bungalow neighborhoods and a yesteryear pier and a boardwalk vibe—plus it has all the cool, new bells-and-whistles travelers covet, interpreted through a unique lens that is 100% Oceanside.

Oceanside. It stands apart on the Southern
California coast. And it stands apart as a destination
OF TRUE O'RIGINALITY.

OUR USP

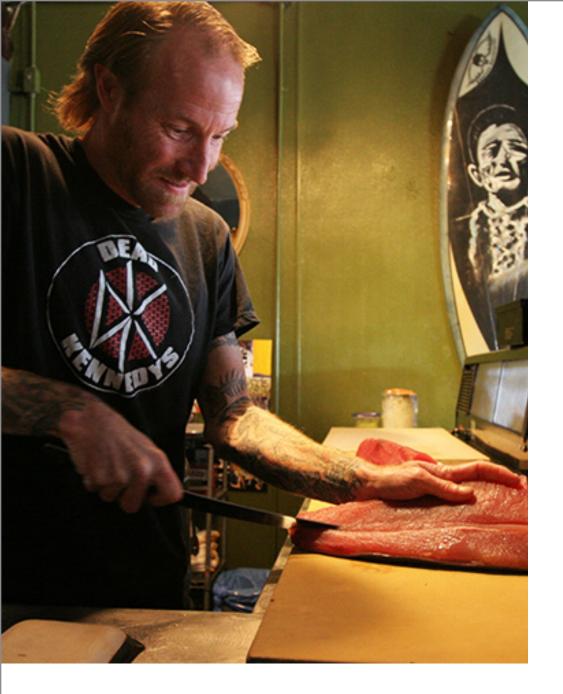
Unpretentious Hospitality + Beach Town Vibe + Entrepreneurial Spirit =
An eclectic community that embraces its authenticity, while
welcoming new experiences and ways of thinking.





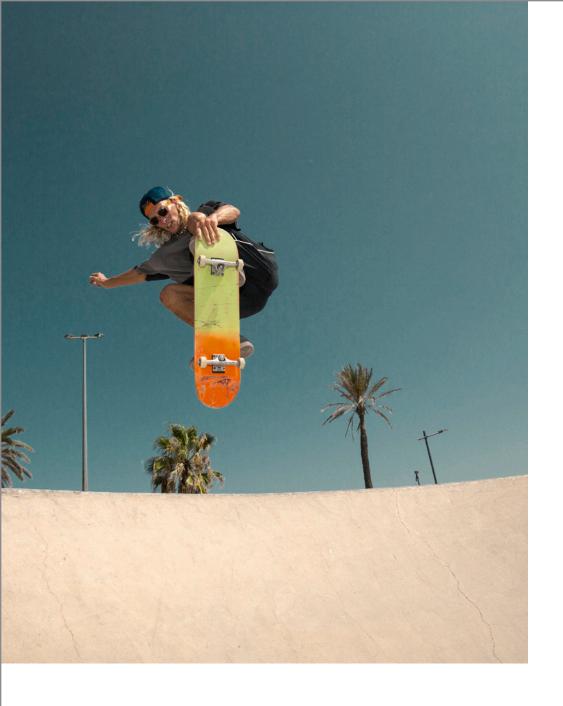
#1 A HAVEN FOR FAMILIES

Central to both Los Angeles and San Diego,
Oceanside is ideal for families seeking a homebase
from which to explore Southern California.
Attractions like Disneyland Resort, Knott's Berry
Farm, Temecula wine country, LEGOLAND
California Resort, the San Diego Zoo Safari Park,
San Diego Zoo and SeaWorld San Diego are all
within a short drive or train ride, as are historical
landmarks like Mission San Juan Capistrano, Mission
San Luis Rey and the Oceanside pier and harbor.
While other coastal destinations are rapidly
gentrifying, Oceanside presents a variety of lodging
options across a range of price points, making it
one of the most widely accessible beach towns on
the Southern California coast.



#2 AN EXCITING CULINARY SCENE

Grafting Oceanside's agricultural roots to its entrepreneurial spirit has resulted in an exciting farm-to-table culinary identity. At the same time, the resuscitated art of spirit distilling and craft brewing have found their own niche in Oceanside. The result? A proliferation of eclectic eateries, gastro- and brewpubs, beer gardens, new school taco shops, next wave coffee houses, and reinvented sushi joints, housed in repurposed buildings that breathe new life into their neighborhood settings.



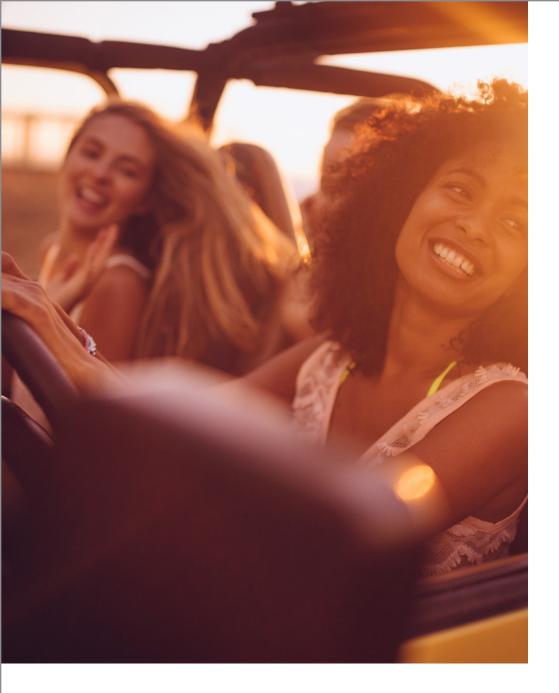
#3 THRILL SEEKERS AND OCEAN LOVERS WANTED

Surf and skate culture permeate Oceanside, home to a famed break under the pier, plus a slew of daredevil-drawing skateboard parks. But you don't have to be chairman of the board to have a good time. There are 3.5 miles of white sand beaches, each with its own personality—family friendly, popular with picnickers, ready for beach soccer and sand volleyball tournaments. Ocean sports like body surfing and body boarding are beloved, and at night, that welcoming red glow illuminating the beach is from flickering bonfire flames. Sailing, SUP, and sportfishing are all on offer, as are miles of coastal and inland bike trails. And Goat Hill Park is a refreshingly O'side golf experience—a place where you can even play in your flip-flops.



#4 HERITAGE MEETS NEXT=GEN ARTS AND CULTURE

Exploring Oceanside leads you into diverse territory. Mission San Luis Rey is a textbook spot for exploring early California history, walking in the footsteps of the original padres. The California Surf Museum picks up the thread of Oceanside history a few centuries later, preserving the roots of beach and surf culture. Then there's the Oceanside Museum of Art, which has a strong collection of modern and contemporary work, much of it by notable local artists. OMA also serves as a hub for collectors and aficionados. Visit Oceanside, and your intellect gets as much stimulation as your adrenal glands.



#5 A WARM WELCOME FOR GROUP TRAVEL

Oceanside has the infrastructure to support group travel, including several different types of event venues (including 3.5 miles of sandy beaches), a range of amenities, and lodging options that cover a variety of price points. That makes it ideal for hosting sporting events and tournaments, as well as special occasions like weddings and family reunions. When groups stay in Oceanside, they are on the doorstep of Southern California, a short drive from a host of attractions to the north, south and east.



OUR TARGET MARKET

Oceanside is on the radar of families with children (young kids to early teens); and adults ages 25-54, including solo and group Millennial travelers who are drawn to the culinary and craft beer scene. The typical Oceanside visitor comes from elsewhere in California and loves the beach and the great outdoors, including activities like surfing, camping, hiking and biking. With an average household income of around \$75k+, the Oceanside visitor is middle class (by Southern California standards), and budget-conscious, appreciating a "good value" while seeking out new, adventurous experiences. They are also more open-minded in their thinking, and appreciate the influence the military has on the Oceanside ethos.

Some ways to describe the Oceanside traveler. They are:

- *FAMILY VALUE VISITORS
- **OUTDOOR RECREATION PASSIONISTAS**
- ***ADULT INDULGERS AND GOOD LIFERS**



WHAT WE SAY

- Oceanside is all about authenticity and being O'riginal.
 - Oceanside is more family-friendly than ever.
 - Oceanside is a place to revel in offbeat experiences.
 - Oceanside is a place for lovers of the great outdoors.
 - Oceanside is home to a flourishing culinary and craft brew scene.

HOW WE SAY IT

Whether it's in a print ad, a digital banner, social media content, or just the way we talk about and present ourselves, voice, photography and typography all combine to tell the Oceanside story in an authentic, true-to-the-O'side-vibe way.

The Oceanside voice is friendly and conversational. It's also a little bit quirky. That means using copy in unexpected ways. Our freshness and unique point-of-view makes us stand out from other coastal denizens. We never try to be hip, but we make no apologies for being clever. We value wit and a sense of humor, and shun pretension. The tone is always welcoming and inviting. We want everyone to feel included in O'side!



PHOTOGRAPHY



PHOTOGRAPHY

The photography for the Oceanside brand is quirky yet beautiful, and to capture the beach town's authenticity, uses a photojournalistic style. Subjects should always look like they are unaware they are being photographed. To tell a unique story through attractive imagery, each photo should be shot with a unique camera angle, bringing personality to each and every frame.









TYPOGRAPHY

ADVERTISING HEADLINES

Veneer Two Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

MARKETING MATERIAL HEADLINES

Newcastle Combined Rusty

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

BODY TYPOGRAPHY

Brandon Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

WEB / POWERPOINT / EBLASTS

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

WHEN TO USE WHAT

Our typography complements the Oceanside voice, and infuses our print, digital and marketing materials with personality. When using big headlines over photos—as in the Love, Oside campaign—use Veneer Two. When writing the visitoside URL, use Nevis Bold, an extension of the logo font. Occasionally, a headline will need to be paired with body copy, and then we suggest New Castle Rusty for the headline and Brandon Grotesque for body copy. This combination should also be used in marketing materials. For the web, Powerpoint and Eblasts, Arial Regular is the choice for creating clean, web-safe, readable copy.

THE CAMPAIGN

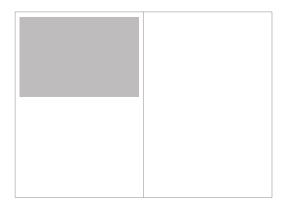


"LOVE O'SIDE"

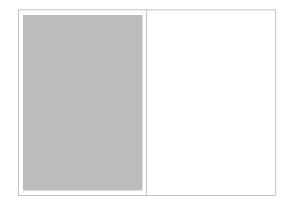
A collection of great words that describe Oceanside? How about quirky, independent, offbeat and free. It's a place that encourages you to be real, because the only thing O'siders truly frown upon is pretension. In this campaign, we embrace that fun, playful, provocative spirit with a series of thank you notes written by O'side to some of its idiosyncratic recent visitors. This lovable crew of characters stands in for the great promise of Oceanside:

It loves you just the way you are.

PRINT ADVERTISING "LOVE, O'SIDE"







Full page advertising

DIGITAL ADVERTISING "LOVE, O'SIDE"

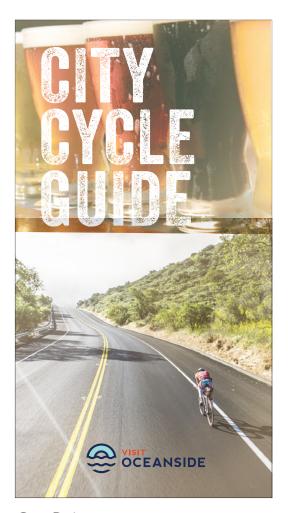
300 x 250 Animated Banner



Frame 1 Frame 2

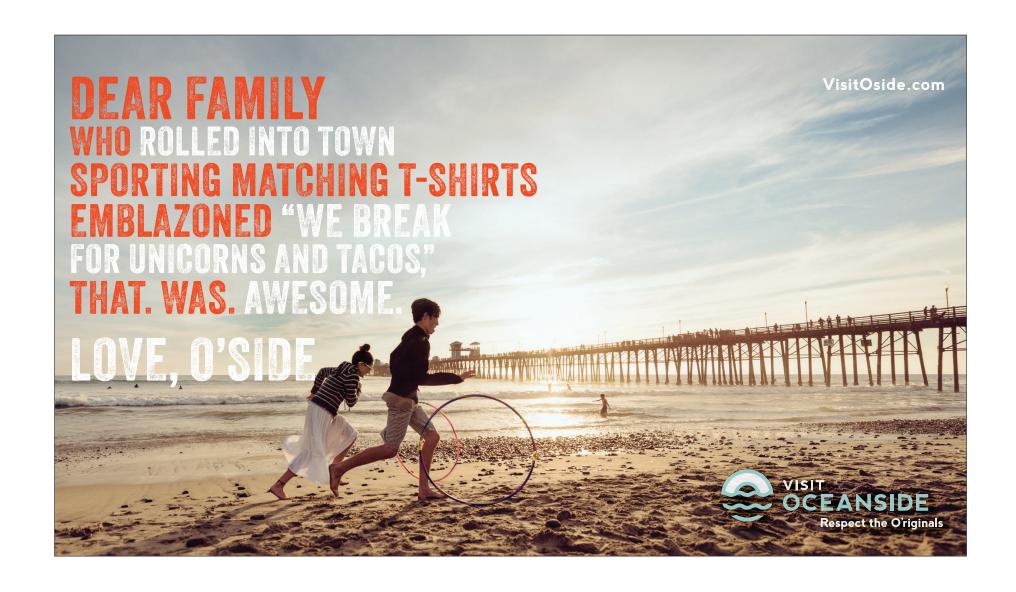


CITY CYCLE GUIDE

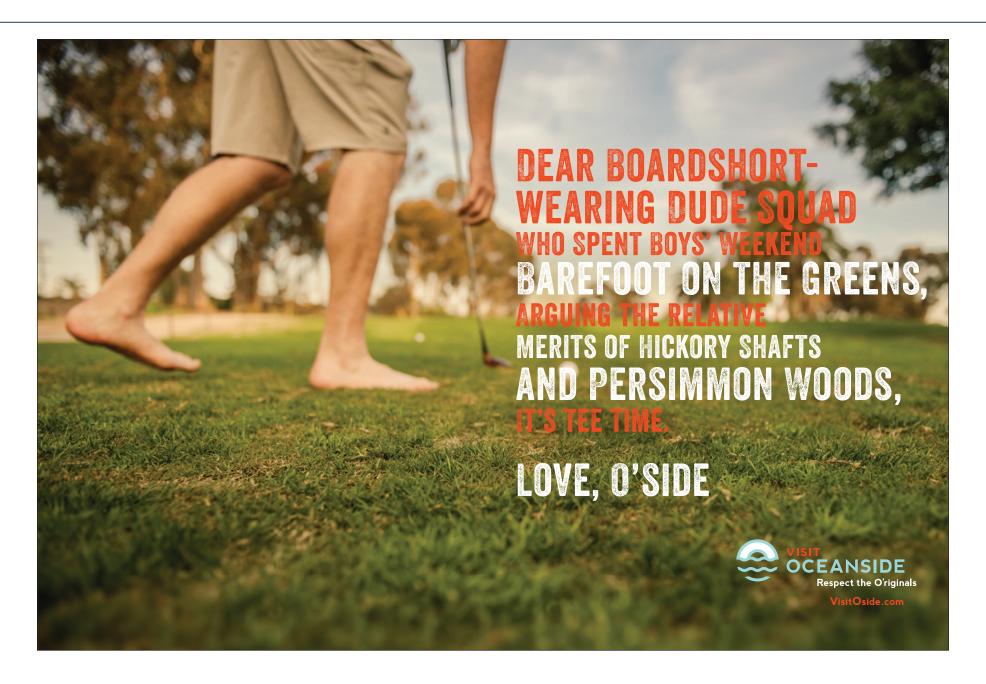


Cover Design

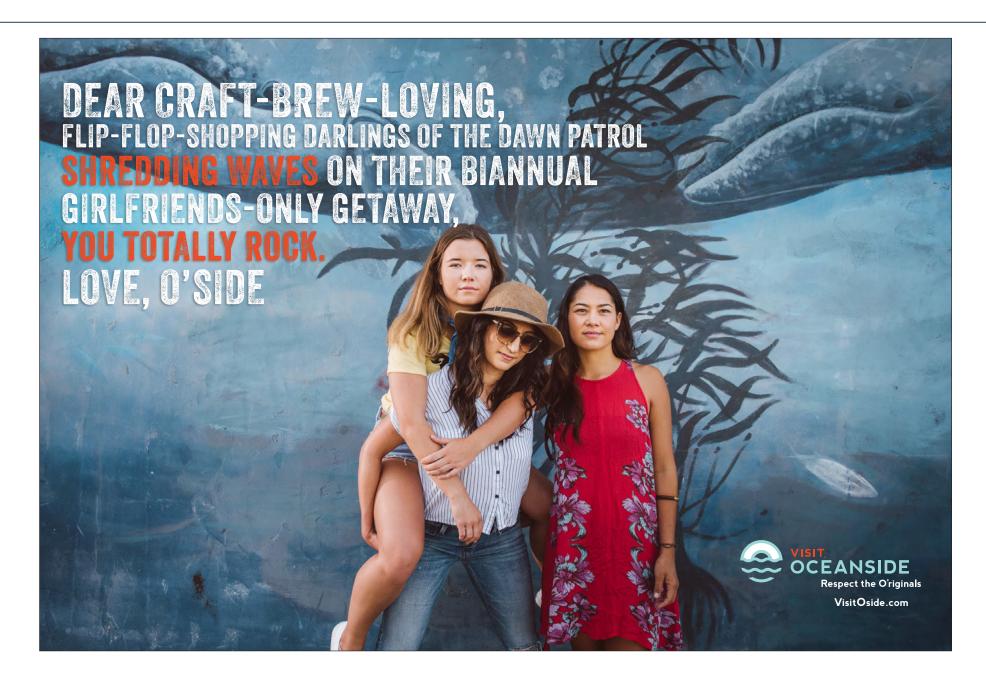
FAMILY



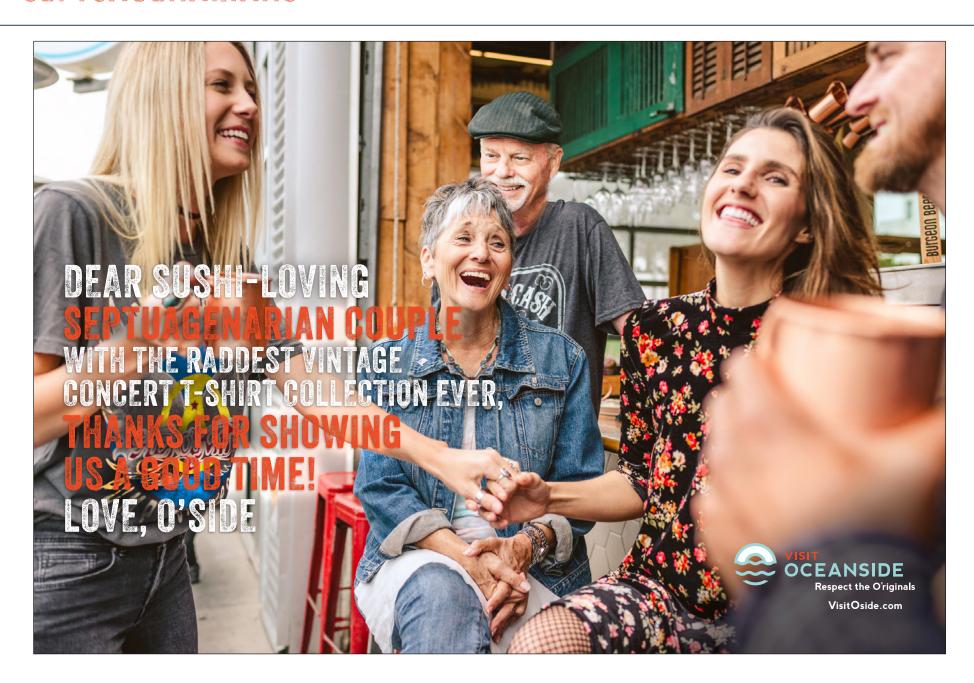
THE DUDE SQUAD



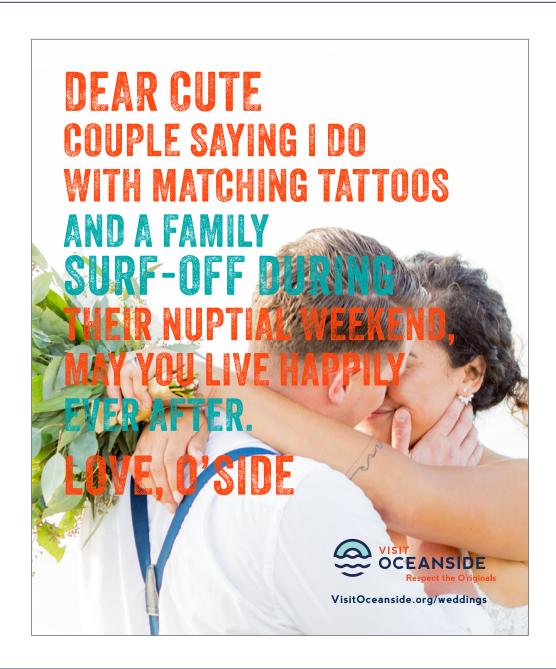
GIRLFRIENDS



SEPTUAGENARIANS



WEDDING GROUP TRAVEL



FAMILY















AFICIONADOS











DEAR WORSHIPPERS OF WOW.
WE'VE GOT YOU. LOVE, O'SIDE





GLADIATORS











DEAR ENDORPHIN ENTHUSIASTS. IT'S ON! LOVE, O'SIDE







BRAND











DEAR PATRONS OF PLAY, LET'S GO! LOVE, O'SIDE

RATES



















DEAR DISCIPLES OF DEALS, IT'S ON. LOVE, O'SIDE

DIGITAL VIDEO SERIES "O'RIGINAL. O'SIDE."











For social media use, the Still O'riginal campaign leads us to the O'side Insiders, a series of video vignettes featuring the icons and iconoclasts of Oceanside. Each vignette is a montage of interview and B-roll bringing the inside perspective to life. These include both people and places.

PEOPLE COULD INCLUDE:

- John Ashworth, Linksoul & Goat Hill Park
- Davin and Lauren Waite, Wrench & Rodent Seabasstropub
- Luke Gerling, Cyclops Farms
- Amelia Brodka, Skateboarder/Filmmaker
- Sabrina Swift, Cyclist and Ironman Competitor
- Myles McGuinness, Surfer, Photographer
- Charlie and Maria Anderson, The Privateer

PLACES COULD INCLUDE:

- Goat Hill Park
- Oceanside Museum of Art
- Oceanside Pier
- Oceanside Harbor
- South O'Side
- California Surf Museum
- Mission San Luis Rey





USAGE

CLEAR SPACE

The clear space around the Oceanside logo is the height of the "O" of Oceanside. It is important that the logo has enough air all the way around it so it has a presence within the space.



COLOR USAGE

The primary color palette for Oceanside are the blue PMS colors 295 and 324 with an accent of red 172. A secondary color can be used to compliment the brand colors.



USAGE









LOGO USAGE

The logo can be used in the approved colors demonstrated to maximize the visiblity. In most situations, the color version is advised, but an all black logo can be used in black and white situations only.

VISIT OCEANSIDE



VISIT OCEANSIDE



LOGO HORIZONTAL

This more horizontal logo can be used in order to work in minimal space situations. The logo cannot be manipulated in ways other than this formatted example.

VISIT OCEANSIDE



VISIT OCEANSIDE



MARKETING MATERIALS

