

VISIT NOVATO

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Brand Guidelines

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Introduction to the brand

These guidelines describe the basic rules of how to design with and reproduce the Visit Novato brand identity.

Our aim is to build the Visit Novato brand in order to raise awareness, increase and maintain visitor numbers and encourage people to engage with Novato.

In order to do this, it is important to ensure that everyone involved is familiar with these guidelines and uses them consistently in every communication.

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Using the logo

The logo can be used with or without the tagline. Care should be taken to make sure the tagline and therefore the logo as a whole is large enough to be easily read. If the tagline cannot be easily read, it is recommended that the tagline version not be used.

The logo can be used in full color, or reversed out to ensure appropriate contrast depending on the background.



Logo variations

When neither the stacked logo with tagline or the stacked logo without tagline is suitable, a non-stacked version of the logo can be used. This should only be used in special circumstances.

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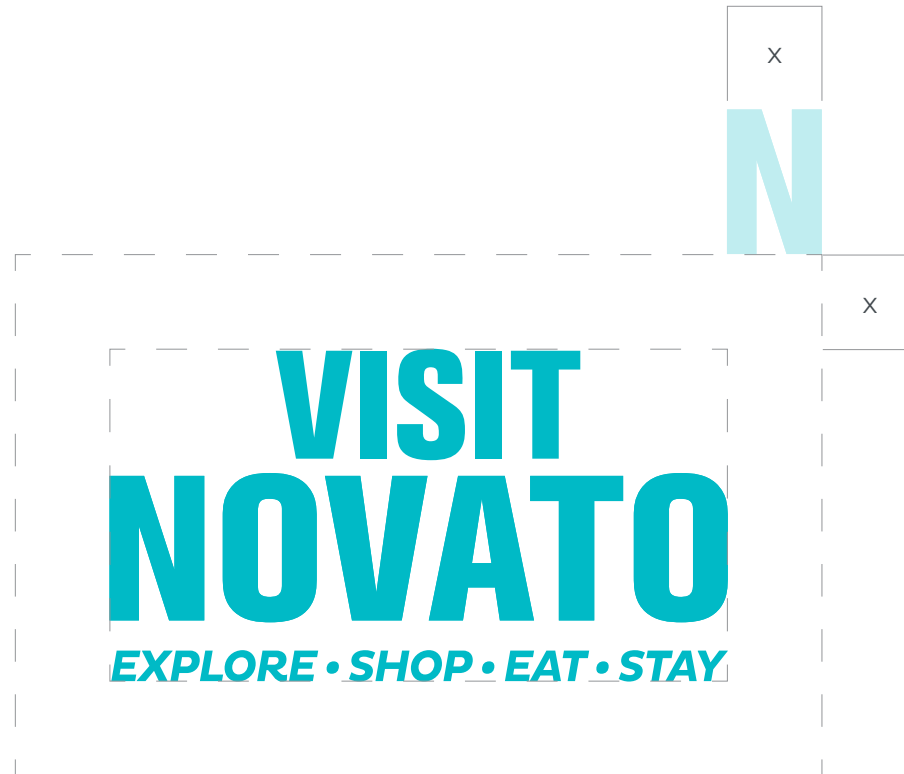
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Exclusion zone

Use the correct exclusion zone. The exclusion zone is an area surrounding the logo that must remain clear of typography or any other graphic device.

The exclusion zone is equal to the width of the 'N' in 'NOVATO'.



Minimum height = 1in



Incorrect usage



- ✘ The 2014 "Novato By Nature" logo is no longer valid.



- ✘ Never add shading or outlines to the logo.



- ✘ Never skew or alter the perspective of the logo.



- ✘ The logo must only appear in the approved brand colors.



- ✘ The logo must be legible against the background.



- ✘ Never enclose the logo within a shape.

Brand Colors

A palette of colors has been created to represent the Visit Novato brand. These colors may be used as a solid background, in typography for headlines and subheadings, in illustrations, and as an accent color to highlight important information.

Always make sure there is enough color contrast between two elements to achieve an accessible design.

Primary Palette

Cyan CMYK: 75/0/25/0 RGB: 0/186/198 HEX: #00BAC6 PANTONE: 121-6 C	Teal CMYK: 75/0/25/25 RGB: 0/149/159 HEX: #00959F PANTONE: 122-14 C AA 18+	Ocean CMYK: 75/0/25/50 RGB: 0/112/120 HEX: #007078 PANTONE: 123-14 C AAA	Tide CMYK: 75/0/25/75 RGB: 0/74/80 HEX: #004A50 PANTONE: 123-15 C AAA
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Brand Colors

A palette of colors has been created to represent the Visit Novato brand. These colors may be used sparingly as accents in backgrounds, typography, and illustrations.

Secondary Palette

<p>Rose</p> <p>CMYK: 18 / 96 / 46 / 2 RGB: 199 / 44 / 96 HEX: #C72C60</p> <p>AAA</p>	<p>Lavender</p> <p>CMYK: 40 / 60 / 0 / 0 RGB: 166 / 117 / 206 HEX: #A675CE</p> <p>AA 18+</p>	<p>Poppy</p> <p>CMYK: 0 / 59 / 87 / 0 RGB: 247 / 133 / 57 HEX: #F78539</p> <p>AA 18+</p>	<p>Mint</p> <p>CMYK: 50 / 0 / 99 / 0 RGB: 141 / 198 / 63 HEX: #8DC63F</p> <p>AAA</p>
<p>Crimson</p> <p>HEX: #7A0F33</p> <p>AAA</p>	<p>Grape</p> <p>HEX: #670F7A</p> <p>AAA</p>	<p>Oak</p> <p>HEX: D44624</p> <p>AAA</p>	<p>Moss</p> <p>HEX: #537A1B</p> <p>AAA</p>

Brand Colors

Neutral colors can help to further support the primary color palette. Our dark neutral color, Ash is used mainly for typography, while our light neutral colors are suitable for

backgrounds and accents. Note that these colors lean into the blue spectrum to compliment our main brand color.

Neutral Palette

Ash CMYK: 71 / 60 / 53 / 37 RGB: 67 / 74 / 79 HEX: #434A4F AAA	Pebble CMYK: 31 / 17 / 16 / 0 RGB: 177 / 192 / 201 HEX: #B1C0C9 AAA	Mist CMYK: 14 / 6 / 6 / 0 RGB: 216 / 226 / 231 HEX: #D8E2E7 AAA	Cloud CMYK: 5 / 0 / 0 / 0 RGB: 239 / 249 / 254 HEX: #EFF9FE AAA
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Brand Typeface

We use the typeface **Arboria**, a playful geometric san-serif font. We use the weights book and medium for paragraphs and headlines respectfully. Arboria is available for free with an

Adobe subscription or purchases from MyFonts.com. If Arboria is not available Poppins (google fonts) or Helvetica may be as a substitute.

A charming, eclectic city waiting to be discovered.

Visit downtown Novato and enjoy a leisurely stroll down historic Grant Avenue where you can peruse quaint stores and boutiques offering everything from upscale clothing and fine quality home decor to artisan food and antiques.

Just around the corner from Grant Avenue, don't miss the iconic City Hall – a well known local landmark. It began life as a Presbyterian church in 1896 and became City Hall in 1963, three years after the city's incorporation.

Brand Examples

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See & Do Eat & Drink Events Calendar Book Your Stay

Charming, eclectic city waiting to be discovered.

Quality Hotels
Book your stay at one of the award-winning hotels in Novato CA. Whether you're in town for business or leisure, Novato hotels provide great amenities and exceptional customer service to make every visit special.
[Learn more](#)

Wine Tasting in Novato
Novato has the good fortune of being home to many award-winning California wineries, including the historical Pacheco Ranch Winery.
[Learn more](#)

Eat & Drink
Eat and drink in Novato at the wide selection of Novato restaurants, bars and cafes where the menus are varied to suit a variety of tastes.
[Learn more](#)

From fishing and hiking, to painting and playgrounds, families will find plenty of fun activities in Novato.
[Plan your family friendly trip →](#)

Website – Homepage

Perfectly placed

Experience the perfect balance of adventure and tranquility in Novato. Nestled just moments away from the nation's wine country, vibrant San Francisco, beautiful beaches, and the awe-inspiring redwood forests, Novato and its surroundings offer an unforgettable escape for all explorers.

[Explore all places of interest →](#)

Bodega Bay Sonoma Napa
Novato
Point Reyes Shoreline
Muir Woods San Francisco

Website – Interactive map

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Weddings in Novato

Celebrate your marriage in beautiful Novato against a scenic backdrop of rolling hills and stunning bay views.

Searching for a perfect outdoor wedding venue in Marin? Novato has several romantic outdoor wedding locations, with farm-to-table catering, award-winning wines from local wineries and accommodation to suit all tastes and budgets - from romantic boutique hotels to hotels ideal for large family get-togethers. Choosing Novato makes wedding planning easy - whether you want to pamper your wedding party at a luxury spa, stage a rehearsal dinner at a welcoming Marin restaurant, or have the natural beauty of Marin County as your backdrop for photos that will capture breathtaking memories. Where your wedding takes place is a big decision. Everything you'll find in Novato makes it an easy one.

Best Western PLUS Novato Oaks Inn
Nestled against the scenic hills of Northern Marin County, the Best Western Plus Novato Oaks Inn is situated in a peaceful and relaxed

Book Your Stay in Novato
[Book a room today](#)

Website – Landing page

More information

For further assistance, please contact:

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