



Chico Brand Discovery Update

To: Stakeholder Participants in Chico Brand Discovery
From: Lori Porter and Shelly James, PorterCo
Date: June 16, 2022
RE: Key Summary Findings April 2022

Thank you for participating in the stakeholder research sessions. Your understanding, passion, candor, perceptions, and contributions during our meetings provided excellent insights that informed our recommendations about the archetype, name, tone and voice.

Our recommendation is based on creating a clear, distinct, and authentic identity for Chico to establish a travel brand and build a thriving destination for visitors in years to come. The brand position represents the city today with room for incremental and intentional growth into the future.

The Chico Brand Presentation deck, Scope of Services, Chico Brand Guidelines Deck, and archetype description are all attached for your review.

If you have any questions or comments about the summary provided or our process, please feel free to contact Shelly James at Shelly@portercoagency.com or John Pearson at john@pearsoncollaborativeproject.com

travel

brand guidelines

FOR TRAVEL CHICO

SUMMER, 2022

brand guidelines

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about the logo

Curves and rounded corners dominate this design which symbolize movement, happiness and positivity. Ascenders and descender wrap around letters to represent Chico's harmony and unity.

The use of lower-case letters are used to make the brand feel more approachable, laid-back, and friendly.

Orange represents the feeling of cheer, friendliness, optimism, enthusiasm and playfulness. It communicates fun, freedom & fascination.



The overall shape of the logo is similar to that of a bicycle. A reminder that Chico is one of the most bike friendly cities in the country and have the awards to prove it.

Adjoined letters symbolize connection, cooperation, and Chico's close-knit community.

logo variations

The Travel Chico logo should be utilized only when promoting tourism for the city of Chico.

The primary variation of the Travel Chico logo features an orange gradient. This version should be used in most applications.

Other variations of the Travel Chico logo come in two shades of orange, gray, black and reverse. The black and reverse versions of the logo should only be used in applications where color isn't an option.



ORANGE GRADIENT



PMS 159 C



PMS 158 C



COOL GRAY 8 C



BLACK



REVERSE

logo treatment

logo padding

Please use the lower case “t” from the word “travel” as a measurement for safe padding.



logo size

MINIMUM SIZES

Web: 100px wide

Print: 1" wide



logo background

The Travel Chico logos may be used over solid backgrounds or photographs only when there is a strong contrast between the logo and background.



vertical logo

In select instances, a vertical version of the Travel Chico logo may be used. This is reserved for large format executions or for digital media that is vertical in orientation.



logo misuse



1. Do not add a drop shadow or outer glow; it interferes with legibility



2. Do not alter the position of any elements



3. Do not recreate or alter any elements



4. Do not remove any elements



5. Do not reproduce in unapproved colors and variations



6. Do not use the logo in any application where the required contrast between the background and logo are not met

typography

Century Gothic

Century Gothic is a geometric sans-serif typeface designed for large-print uses which makes it perfect for headlines, sub-heads in all forms of advertisements. Alternate faces: Avant Garde, Futura

This is Century Gothic

Adobe Caslon

Century Gothic pairs well with Caslon whenever there is a need for body copy. This combination creates a beautiful typographical contrast and makes reading long copy easier on the eyes. Alternate faces: Baskerville, Ehrhardt

This is Adobe Caslon

Primary Typeface: Century Gothic

Regular

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:_*")

Italic

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:_*")*

Bold

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:_*")**

Secondary Typeface: Adobe Caslon

Regular

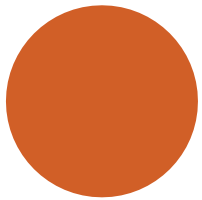
AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:_*")

Italic

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:_*")*

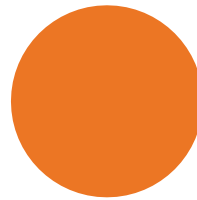
color palette

primary color system



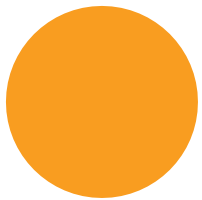
CHICO ORANGE - PMS 159 C

CMYK 13 / 75 / 100 / 3
RGB 209 / 294 / 20
HTML #D15F27



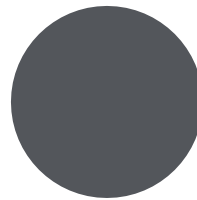
PMS 158 C

CMYK 13 / 60 / 99 / 1
RGB 215 / 123 / 40
HTML #D57A27



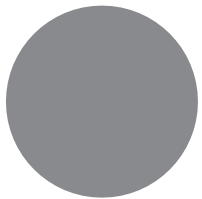
PMS 1375 C

CMYK 0 / 45 / 98 / 0
RGB 249 / 157 / 32
HTML #F99D20



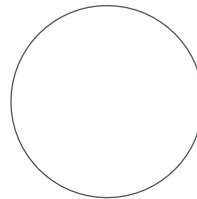
PMS COOL GRAY 11 C

CMYK 66 / 57 / 51 / 28
RGB 84 / 86 / 91
HTML #54565B



PMS COOL GRAY 11 C

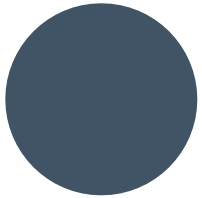
CMYK 49 / 40 / 38 / 3
RGB 137 / 139 / 142
HTML #888A8D



White

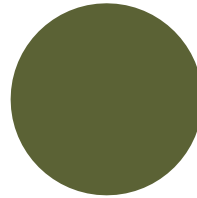
color palette

secondary color system



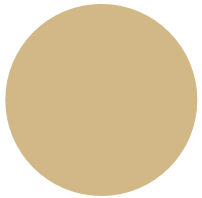
PMS 7545 C

CMYK 78 / 60 / 44 / 25
RGB 65 / 84 / 101
HTML #415465



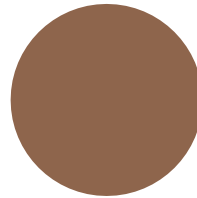
PMS 7489 C

CMYK 60 / 44 / 88 / 31
RGB 81 / 87 / 51
HTML #5B6236



PMS 7502 C

CMYK 19 / 25 / 52 / 0
RGB 209 / 184 / 134
HTML #D15886



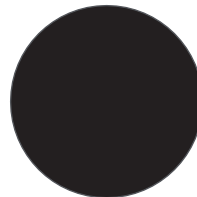
PMS 876 C

CMYK 37 / 58 / 71 / 20
RGB 129 / 89 / 68
HTML #8E654C



PMS 7521 C

CMYK 15 / 13 / 21 / 0
RGB 209 / 204 / 191
HTML #D5D2E5



Black

travel

chico

TRAVEL CHICO

80 East 4th Street, Suite 120, Chico, CA 95927

For questions about brand guidelines or digital assets, please contact:

Jennifer Macarthy, Deputy City Manager
(530) 896-7204 | jennifer.macarthy@chicoca.gov

BRAND ARCHETYPES - **Actualizer (Caretaker)**

CARETAKER

Like coming home, the Caretaker provides the promise of unsurpassed love and attention.

The Actualizer

Born from the family of the Caregiver Archetype, the Actualizer is about unlocking strengths, cultivating talents, and fulfilling potential from a strong foundation. Truth, goodness, simplicity and meaningfulness are hallmarks of the Actualizer.

They value authenticity, the uniqueness of individuals and the unity of community. While they are committed to supporting others to see and achieve their possibilities, an actualizer does not do it for them - the actualizer provides the encouragement, resources and empowerment for them to do it themselves.

They remain calm in a crisis, make friends with everyone, radiate the light of optimism and empower growth.

Scope of Services

This scope is laid out over 36 months.

Brand & Identity	Due June 30, 2022
	Development of a brand identity and logo for Chico tourism
	Creation of a brand implementation guide
	Creation of a Content and Communication Plan
Collateral	Due June 30, 2023
	Creation of 3-5 Chico-only print-ready pieces
	Development of travel itineraries and associated creative material
Social Media	Due December 31, 2023
	Development of social media plan
	Implementation of social media plan
Assets	Due June 30, 2023
	Development of 3-minute video + final product delivery
	Photography not already part of EBC's library
Website	Due June 30, 2023
	Develop website plan to align with brand and creative elements
	Update website (Choose Chico website or new landing pages within EBC) to align with brand