



Quick Style Guide FOR *CapitolaByTheSea.com*

THE SEASONAL LOGOS

The Capitola By The Sea brand has three primary logos, each one pertaining to one of the four seasons. As we move through each season the logo will be updated on the website and across all social media platforms. For promotions and sponsorships, please supply the event coordinators with the logo that correlates with the season in which the event takes place.

Vector and raster versions of the logos can be found at www.capitolabythesea.com/press-resources

SPRING



SUMMER



FALL



WINTER





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LOGO OPTIONS

The logo may change subtly depending on usage. We'll be using the Spring version of the logo to show these options.

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PRIMARY



For white or light backgrounds.

ONE-COLOR, OPTION 1



For white or light backgrounds.

WHITE TYPE



For dark backgrounds.

ONE-COLOR, OPTION 2



For dark backgrounds.



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COLORS



BROWN

CMYK: 55, 70, 72, 70

RGB: 55, 35, 28

HEX: #37231D

Text/copy should be in this color.



SAND

CMYK: 19, 17, 18, 0

RGB: 206, 201, 198

HEX: #CFCBC9

For backgrounds.

ACCENTS



CMYK: 31, 65, 100, 20
RGB: 153, 93, 38
HEX: #995D26



CMYK: 20, 12, 82, 0
RGB: 211, 202, 82
HEX: #D3CA53



CMYK: 81, 25, 31, 1
RGB: 15, 147, 166
HEX: #0F93A6



CMYK: 35, 0, 19, 0
RGB: 163, 218, 212
HEX: #A3DAD4



CMYK: 16, 85, 51, 2
RGB: 203, 75, 97
HEX: #CB4B61



CMYK: 2, 43, 15, 0
RGB: 240, 164, 177
HEX: #F0A4B1



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FONTS

PRIMARY

Muli

This is to be used for all body copy. Type may be set in all uppercase to create a hierarchy of information, as in sub-heads, section headings, and product descriptions.

abcdefghijklmnopqrstu

vwxyz

ABCDEFGHIJKLMNOPS

TUVWXYZ

1234567890

Google Fonts:

www.google.com/fonts/specimen/Muli

SECONDARY / ACCENT

Engagement

This type is to be used for titles and emphasis. Avoid over-usage, as it can quickly overpower and become busy.

abcdefghijklmnopqrstu

vwxyz

ABCDEFGHIJKLMNOPS

TUVWXYZ

1234567890

Google Fonts:

www.google.com/fonts/specimen/Engagement