

LOGO USAGE

Life Opens Up ® is a registered trademark. The ® should appear within the logo lockup as shown to indicate that it’s a phrase owned by and associated only with the Sonoma County Tourism brand. It is not necessary to add the ® to the phrase Life Opens Up in body copy. As a rule of thumb, the logo should be sized approximately 2-3% in comparison to the overall body of work.

CORPORATE LOGO

The SCT corporate logo should be used in all corporate communications, where the audience is not consumer based. Both the black and white versions should be used in this instance. Colors like brown and cream will often be used in place of the black and white versions of the logo.



LOGO WITH URL

The SCT logo with the URL should be used in all consumer and meetings facing print materials, or in digital uses where the logo does not link back to the Sonoma County Tourism website.



LOGO WITHOUT URL

The SCT logo without the URL should be used in all consumer and meetings facing digital materials, where the logo is able to link back to the Sonoma County Tourism website.



LOGO COLORS

The SCT logo is available for use in all brand colors, as well as black and white.

