



Branding

Primary Logos

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-teal-yellow
- visit-oxnard-teal-yellow-w
- visit-oxnard-k
- visit-oxnard-w



Primary Logos

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-horizontal-teal-yellow
- visit-oxnard-horizontal-teal-yellow-w
- visit-oxnard-horizontal-k
- visit-oxnard-horizontal-w



Primary Logos

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-tagline-teal-yellow
- visit-oxnard-tagline-teal-yellow-w
- visit-oxnard-tagline-k
- visit-oxnard-tagline-w



Primary Logos

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-horizontal-tagline-teal-yellow
- visit-oxnard-horizontal-tagline-teal-yellow-w
- visit-oxnard-horizontal-tagline-k
- visit-oxnard-horizontal-tagline-w



Color Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-orange
- visit-oxnard-orange-w
- visit-oxnard-k
- visit-oxnard-w



Color Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-horizontal-orange
- visit-oxnard-horizontal-orange-w
- visit-oxnard-horizontal-k
- visit-oxnard-horizontal-w

VISIT **OXNARD** CALIFORNIA

VISIT **OXNARD** CALIFORNIA

VISIT **OXNARD** CALIFORNIA

VISIT **OXNARD** CALIFORNIA

Color Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-tagline-orange
- visit-oxnard-tagline-orange-w
- visit-oxnard-tagline-k
- visit-oxnard-tagline-w



Color Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-horizontal-tagline-orange
- visit-oxnard-horizontal-tagline-orange-w
- visit-oxnard-horizontal-tagline-k
- visit-oxnard-horizontal-tagline-w

VISIT **OXNARD** CALIFORNIA A beatapart.

VISIT **OXNARD** CALIFORNIA A beatapart.

VISIT **OXNARD** CALIFORNIA A beatapart.

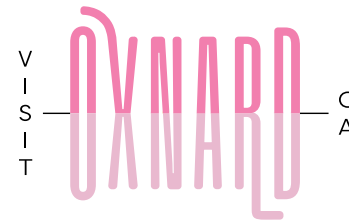
VISIT **OXNARD** CALIFORNIA A beatapart.

Color Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-pink
- visit-oxnard-pink-w
- visit-oxnard-k
- visit-oxnard-w



Color Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-horizontal-pink
- visit-oxnard-horizontal-pink-w
- visit-oxnard-horizontal-k
- visit-oxnard-horizontal-w

VISIT **OXNARD** CALIFORNIA

VISIT **OXNARD** CALIFORNIA

VISIT **OXNARD** CALIFORNIA

VISIT **OXNARD** CALIFORNIA

Color Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-tagline-pink
- visit-oxnard-tagline-pink-w
- visit-oxnard-tagline-k
- visit-oxnard-tagline-w



Color Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-horizontal-tagline-pink
- visit-oxnard-horizontal-tagline-pink-w
- visit-oxnard-horizontal-tagline-k
- visit-oxnard-horizontal-tagline-w

VISIT **OXNARD** CALIFORNIA *A beat_apart.*

VISIT **OXNARD** CALIFORNIA *A beat_apart.*

VISIT **OXNARD** CALIFORNIA *A beat_apart.*

VISIT **OXNARD** CALIFORNIA *A beat_apart.*

Holiday Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-christmas-logo
- visit-oxnard-christmas-logo-w
- visit-oxnard-christmas-tagline-logo-w
- visit-oxnard-christmas-tagline-logo



Holiday Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-christmas-horizontal-logo
- visit-oxnard-christmas-horizontal-logo-w
- visit-oxnard-christmas-horizontal-tagline-logo
- visit-oxnard-christmas-horizontal-tagline-logo-w

VISIT **OXNARD** CALIFORNIA

VISIT **OXNARD** CALIFORNIA

VISIT **OXNARD** CALIFORNIA *A beat_apart.*

VISIT **OXNARD** CALIFORNIA *A beat_apart.*

Holiday Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-diadelosmuertos-logo
- visit-oxnard-diadelosmuertoss-logo-w
- visit-oxnard-diadelosmuertos-tagline-logo-w
- visit-oxnard-diadelosmuertos-tagline-logo



Holiday Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-diadelosmuertos-horizontal-logo
- visit-oxnard-diadelosmuertos-horizontal-logo-w
- visit-oxnard-diadelosmuertos-horizontal-tagline-logo
- visit-oxnard-diadelosmuertos-horizontal-tagline-logo-w



Holiday Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-halloween-logo
- visit-oxnard-halloween-logo-w
- visit-oxnard-halloween-tagline-logo-w
- visit-oxnard-halloween-tagline-logo



Holiday Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-halloween-horizontal-logo
- visit-oxnard-halloween-horizontal-logo-w
- visit-oxnard-halloween-horizontal-tagline-logo
- visit-oxnard-halloween-horizontal-tagline-logo-w



Holiday Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-thanksgiving-logo
- visit-oxnard-thanksgiving-logo-w
- visit-oxnard-thanksgiving-tagline-logo-w
- visit-oxnard-thanksgiving-tagline-logo



Holiday Themes

This document contains the rules for our visual identity system.

File Names

- visit-oxnard-thanksgiving-horizontal-logo
- visit-oxnard-thanksgiving-horizontal-logo-w
- visit-oxnard-thanksgiving-horizontal-tagline
-logo
- visit-oxnard-thanksgiving-horizontal-tagline
-logo-w

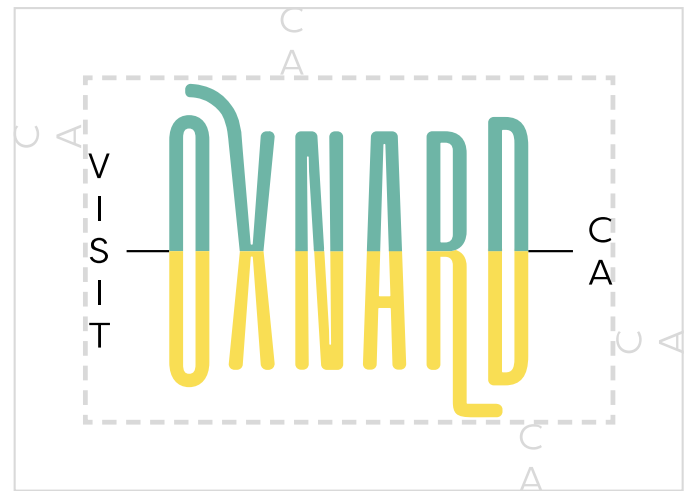


Spacing

The icon of the logo is the reference for all spacing.

Maintain at least 1x the CA's height as clear space on all sides of the logo (top, bottom, left, right).

No other graphic elements, text, or imagery should encroach into this clear space.



Things To Avoid

Our logo is the cornerstone of our brand's identity, and altering its colors, proportions, or elements can weaken recognition and brand equity. Consistently use the approved logo helps ensure a professional, cohesive, and trustworthy appearance.



Don't stretch or condense



Don't rotate or flip



Don't change the font



Don't arch or warp



Don't change the spacing



Don't change the colors

Colors

WCAG 2.0 level AA requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text. Level AAA requires a contrast ratio of 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.



Black

HEX #000000
 RGB 0 / 0 / 150
 CMYK 0 / 0 / 0 / 100



Teal

HEX #6EB5A6
 RGB 110 / 181 / 166
 CMYK 58 / 10 / 40 / 0



Orange

HEX #DB7F29
 RGB 219 / 127 / 41
 CMYK 11 / 58 / 98 / 1



Pink

HEX #F27FAE
 RGB 242 / 127 / 174
 CMYK 0 / 64 / 3 / 0



Yellow

HEX #FADE54
 RGB 250 / 222 / 84
 CMYK 3 / 9 / 79 / 0



Light Blue

HEX #B3E0DF
 RGB 179 / 224 / 223
 CMYK 28 / 0 / 13 / 0



Light Orange

HEX #ECB553
 RGB 236 / 181 / 83
 CMYK 7 / 30 / 79 / 0



Light Pink

HEX #E9B9CF
 RGB 233 / 185 / 207
 CMYK 6 / 32 / 4 / 0

Design Elements

Typography

Typographic hierarchy system based on user interface guidelines. Maintaining our brand aesthetic increases text legibility and helps emphasize key pieces of information.

Primary Font Families

- **Stratos**

fonts.adobe.com/fonts/stratos

- **Halyard Text**

fonts.adobe.com/fonts/halyard

Google Font Replacements

- **TikTok Sans**

fonts.google.com/specimen/TikTok+Sans

- **Commissioner**

fonts.google.com/specimen/Commissioner

Aa

Stratos

EXTRA BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

1234567890!@#%*()-+

Aa

Stratos

SEMIBOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

1234567890!@#%*()-+

Aa

Stratos

EXTRA BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

1234567890!@#%*()-+

Aa

Halyard Text

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

1234567890!@#%*()-+

Typography

Our typographic hierarchy system includes multiple weights and sizes options helping to better curate stories of any length.

Primary Font Families

- **Stratos**
fonts.adobe.com/fonts/stratos
- **Halyard Text**
fonts.adobe.com/fonts/halyard

Google Font Replacements

- **TikTok Sans**

BREAD CRUMB > NAVIGATION

Stratos Semibold (Caps | Letter Spacing 100)

Major Headlines

Stratos ExtraBold Italic & ExtraBold (Upper Lower | Letter Spacing 10)

SUBHEADS & INTRO STATEMENTS

Stratos Semibold (Caps | Letter Spacing 100)

Secondary Headline

Stratos Extra Bold (Upper Lower | Letter Spacing 10)

Body SemiBold: Body copied ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo in ventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspern

Halyard Display (Regular | Letter Spacing 10)

[LEARN MORE ↗](#)

Stratos Semibold Italic (Caps | Letter Spacing 75)

+125

Stratos ExtraBold (CAPS | Letter Spacing 10)

Themes

Color themes can be used to better promote other brands within the Tempest family. Accent colors may be customized while the usage of black and white remains similar creating consistency across brands.

Rollovers

- Buttons will increase in size 10%

LEARN MORE ↗

Oxnard Theme

LEARN MORE ↗

Oxnard Theme

LEARN MORE ↗

Oxnard Theme

LEARN MORE ↗

Oxnard Theme

LEARN MORE ↗

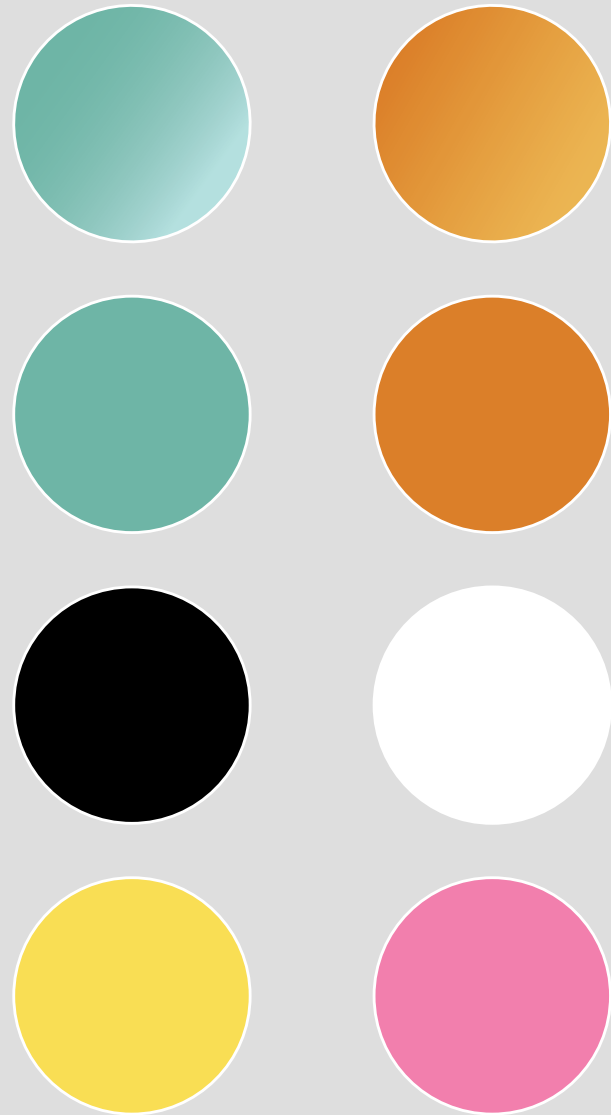
Oxnard Theme

LEARN MORE ↗

Oxnard Theme

Backgrounds

Background colors should be customizable, using tones that either contrast with or complement the surrounding imagery to maintain visual balance and clarity. Subtle gradients can be incorporated to add depth and dimension, especially on more minimal or content-light pages.



Stickers

Illustrative stickers can add color, energy, and playfulness to the site, making the experience more vibrant and inviting. With fun, personality-driven slogans, they help express Oxnard's charm and coastal character.

Subtle animations bring them to life, creating a dynamic environment that encourages exploration.

