



welcome

THE WELCOME SIGNATURE MARK

California is, and will always be, a welcoming place for visitors. By incorporating a script-font to the existing font suite, CWCs are reinforcing the friendly, laid-back California vibe the Golden State is known for, with the personal touch only a CWC can provide. It suggests both approachability and accessibility for visitors.

welcome

BASIC WELCOME PACKAGE

ESTIMATED VALUE:

EXTERIOR FEATHER BANNER	\$600
ENTRY DOOR SIGNAGE	\$250
WELCOME MAT	\$575
FRONT DESK SIGNAGE	\$1,000
BRAND AMBASSADOR APPAREL	\$1,575
FRAMED PHOTOGRAPHY	\$300
CUSTOM RESTROOM SIGNS	\$200
BRANDED BROCHURE RACKS	\$0
DIMENSIONAL CALIFORNIA MAP	\$1,900
PENS, FIELD NOTES & BAGS	\$1,000
CHARGING STATION	\$700
SONOS + MUSIC SUBSCRIPTION	\$600
INTERIOR PAINT	\$300
TOTAL	\$9,000

MATERIAL HARD COST ONLY

GENERAL BRAND STANDARDS

PRIMARY COLOR PALETTE

CA BLUE PMS 7462	CA GOLD PMS 7406	CA ORANGE PMS 716
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SECONDARY COLOR PALETTE

PMS 540	PMS 2915	PMS 3125	PMS 338
PMS 390	PMS 361	PMS 356	PMS 357
PMS 128	PMS 157	PMS 7417	PMS 167
PMS 131	PMS 1395	PMS 477	PMS 7539
PMS 214	PMS 228	PMS 269	PMS 187

TERTIARY COLOR PALETTE

PMS 7401	PMS 573	PMS 467	PMS 7457
PMS 1345	PMS 2706	PMS 475	PMS 7527

TYPOGRAPHY

Geometric
Slabserif 703 BT

AaBbCcDd1234

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Geometric Slabserif 703 BT Light
Geometric Slabserif 703 BT Medium
Geometric Slabserif 703 BT Bold
Geometric Slabserif 703 BT Extra Bold

Geometric
415 BT

AaBbCcDd1234

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Geometric 415 BT Light
Geometric 415 BT Medium
Geometric 415 703 BT Black

GRAPHIC WAVE ASSETS



THE LOCATION SIGNATURE

Adding to (and playing off of) the new welcome signature mark, is a stylized location signature. Using the distinguished CWC logo and locking it up with a care-free, whimsical font creates a standardized, friendly, yet individualized mark for each center.



GENERAL BRAND STANDARDS FOR LOCATION SIGNATURE MARK

CLEAR SPACE



The suggested required clear space surrounding all versions of the signature mark is equal to the height of the “C” in “CALIFORNIA.” Text and graphics should not be placed within the clear space, but they may align with the edge of the clear space. The clear space must be respected on all four sides of the logo.

PRIMARY COLOR PALETTE



SINGLE COLOR - CA BLUE



SINGLE COLOR - BLACK



REVERSE COLOR



REVERSE - WHITE

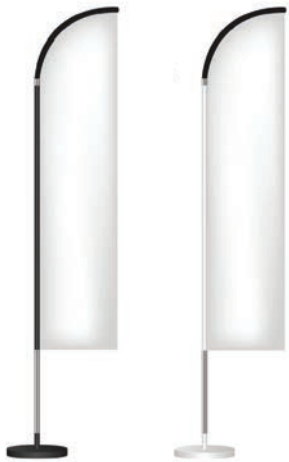


EXTERIOR BANNERS

TWO WEIGHTED FEATHER BANNERS



Truckee CWC



VALUE: \$600

ENTRY DOOR SIGNAGE

ENTRY DOOR BRANDING



Oceanside CWC



Truckee CWC

ALTERNATE DOOR SIGN
(When glass doors are unavailable)



VINYL CUT LOGO ON .25" PLASTIC

VALUE: \$250

WELCOME MAT

DREAM BIG WELCOME MAT

INTERIOR “WATERHOG” LOGO MAT



72"

48"



San Francisco CWC



Oceanside CWC

VALUE: \$575

FRONT DESK SIGNAGE

PRIMARY FOCAL WALL OR FRONT DESK BRANDING

PRIMARY LOCATION



ALTERNATE LOCATION



BANNER OR VINYL TRANSFER LOGO AVAILABLE IF RESTRICTED.



El Dorado Hills CWC



San Francisco CWC



3/8" THICK ACRYLIC

VALUE: \$1,000

AMBASSADOR BADGES & APPAREL

OXFORDS, SHORT AND LONG-SLEEVED
POLOS AND VOLUNTEER BADGES

NOTE: SHIRTS ARE NON-EMBROIDERED

VOLUNTEER BADGE (MAGNETIC)



WHITE OXFORD



CA BLUE DRY-FIT
GOLF POLO



ORANGE LONG SLEEVE POLO



Oceanside CWC

VALUE: \$1,575

- \$75 (24) Name Badges
- \$500 (24) Oxford
- \$500 (24) Dry Fit Polos
- \$500 (24) Long Sleeve Polos

FRAMED PHOTOGRAPHY

FRAMED CALIFORNIA PHOTOGRAPHY

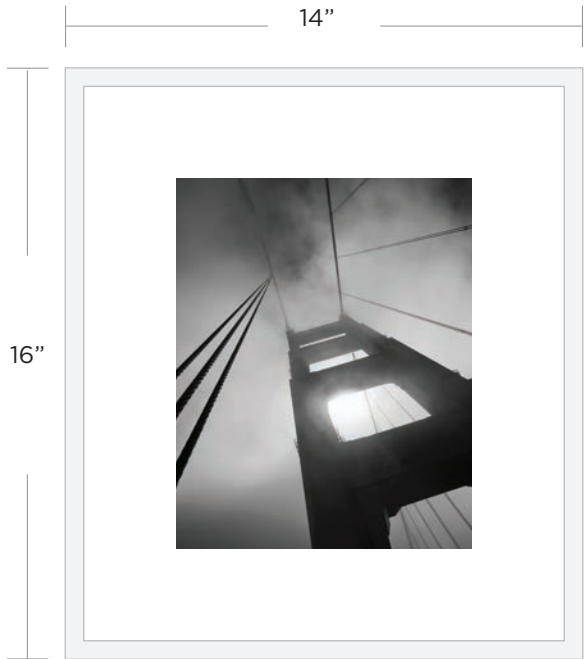
Six 16x16 frames, six 14x16 frames, three 16x20 or other combination (equaling \$300)



Ontario CWC

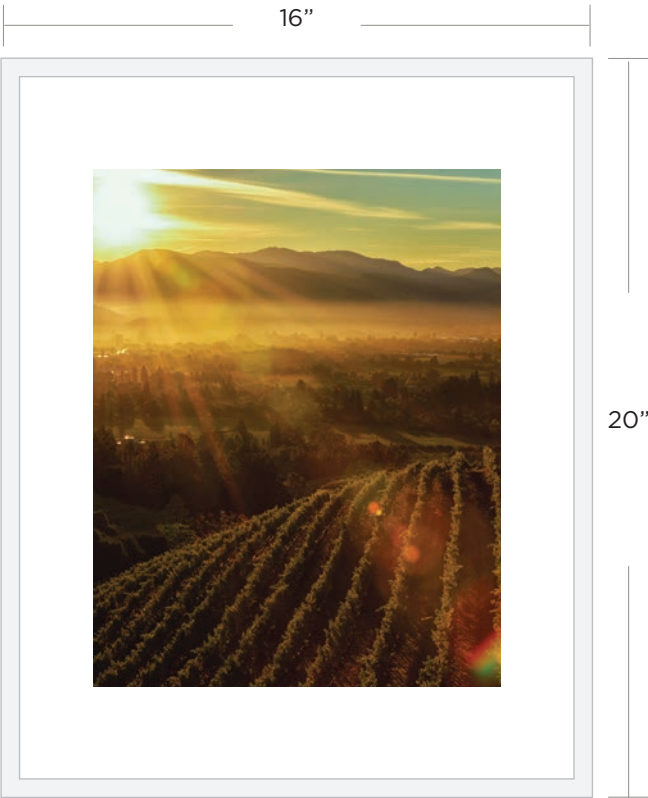


(6) FRAMED PRINTS (10"X10" PRINT)



(6) FRAMED PRINTS (8"X10" PRINT)

WHITE SATIN FRAMES WITH WHITE MATTING



(3) FRAMED PRINTS (11"X14" PRINT)

VALUE: \$300

PHOTO LIBRARY

Photography for examples only. Usage rights to be confirmed and selected photography to be approved by VCA. Approved local photography is also acceptable.

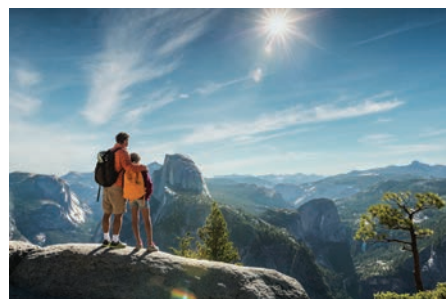
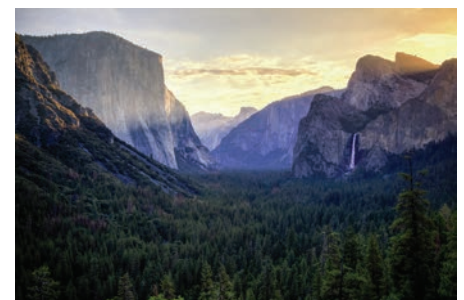
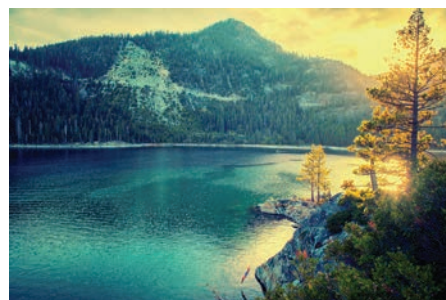
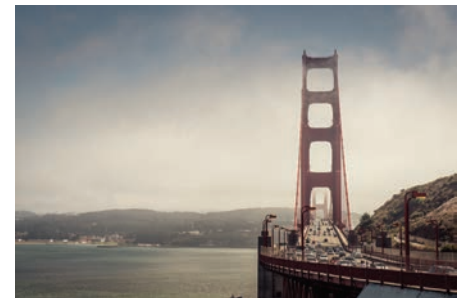
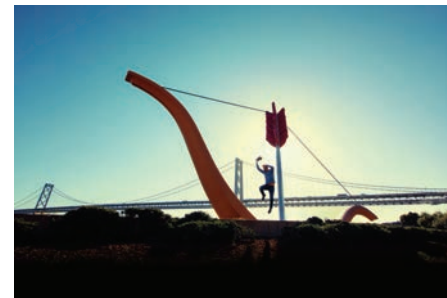
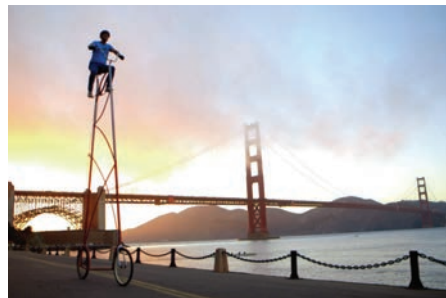


PHOTO LIBRARY Photography for examples only. Usage rights to be confirmed and selected photography to be approved by VCA. Approved local photography is also acceptable.



RESTROOM SIGNS

VCA DREAM BIG INSPIRED ADA RESTROOM SIGNAGE



SILKSCREEN OR VINYL
ON 6MM SINTRA



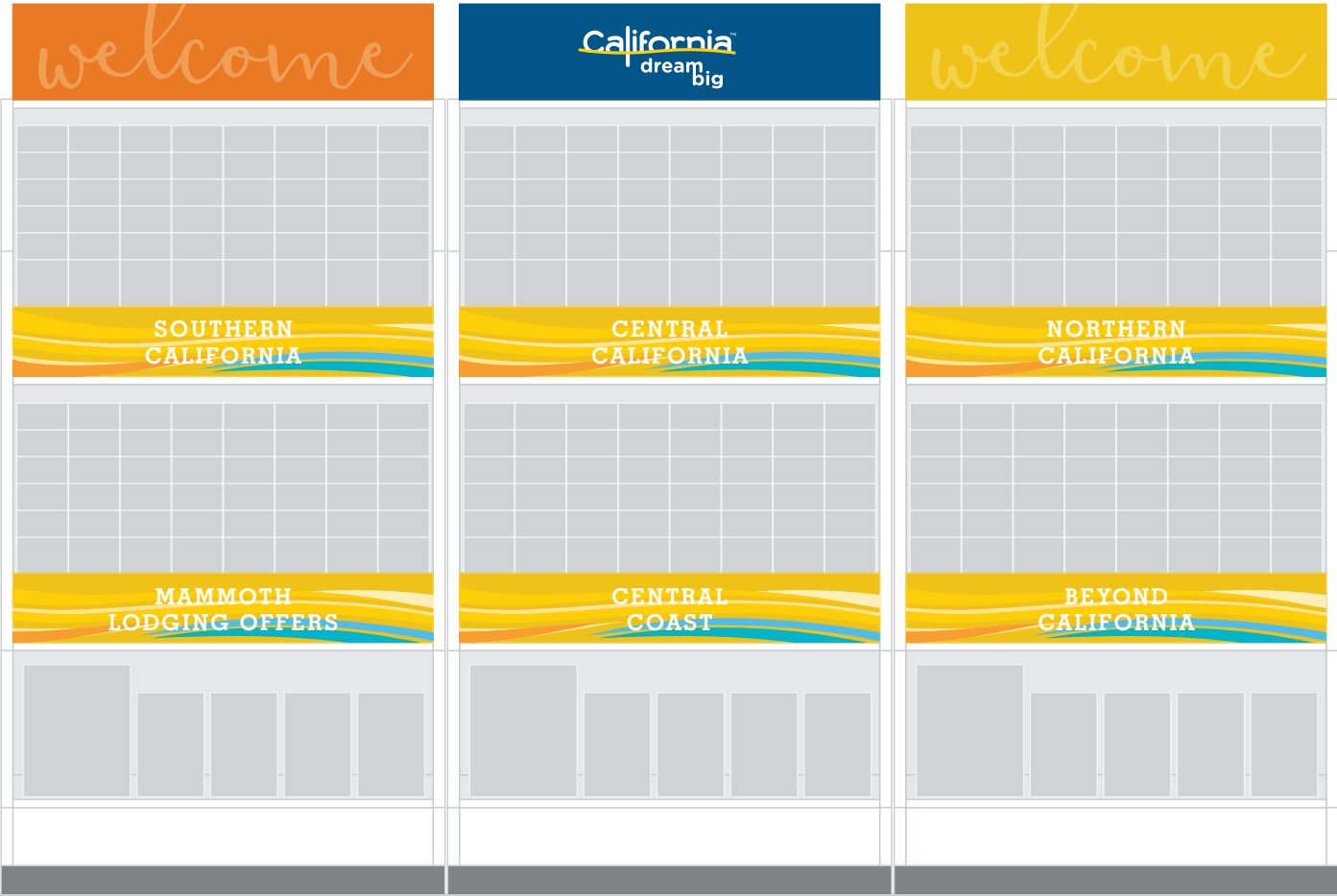
Mammoth CWC

VALUE: \$200

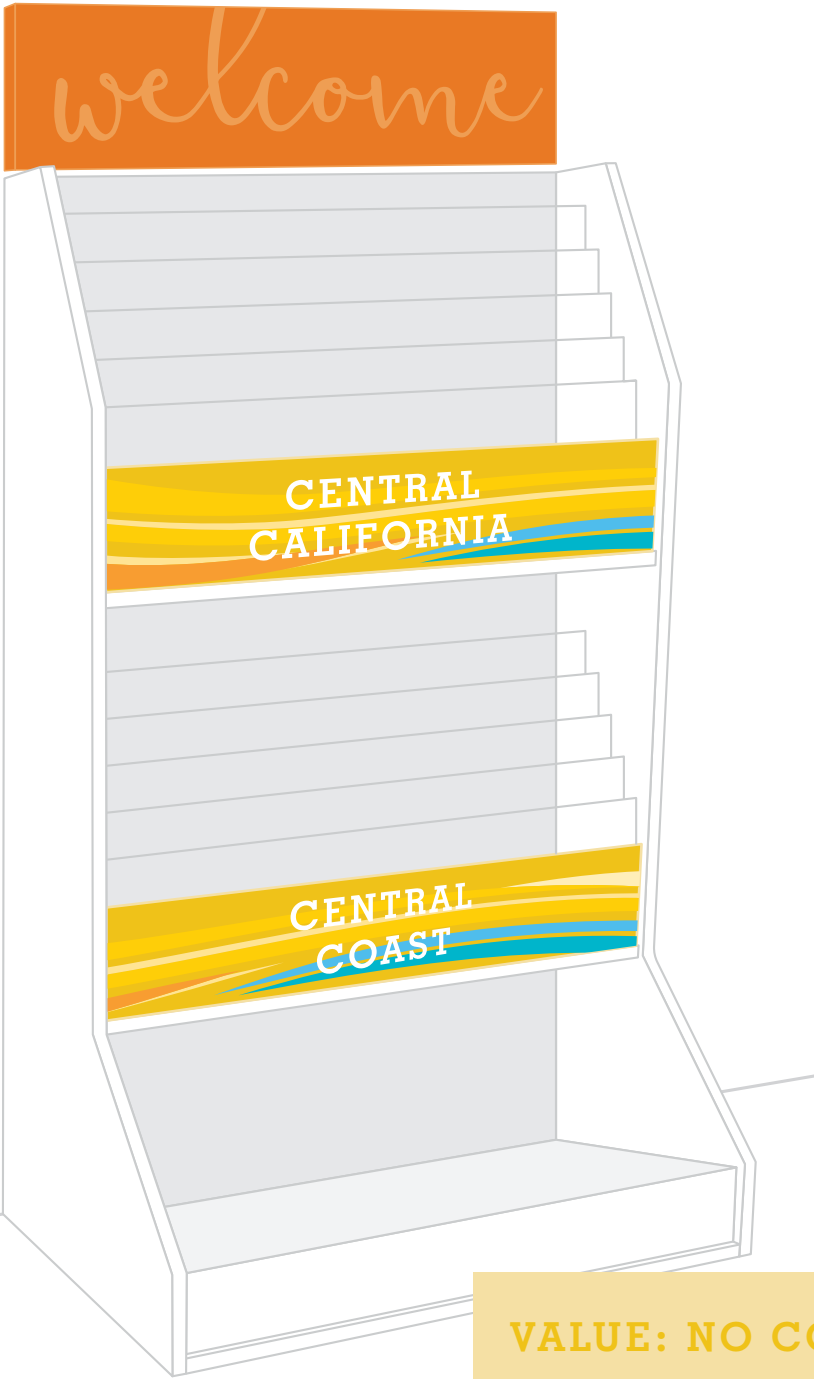
BROCHURE RACKS

BRANDED BROCHURE RACKS

Rebranded front panels and newly designed headers



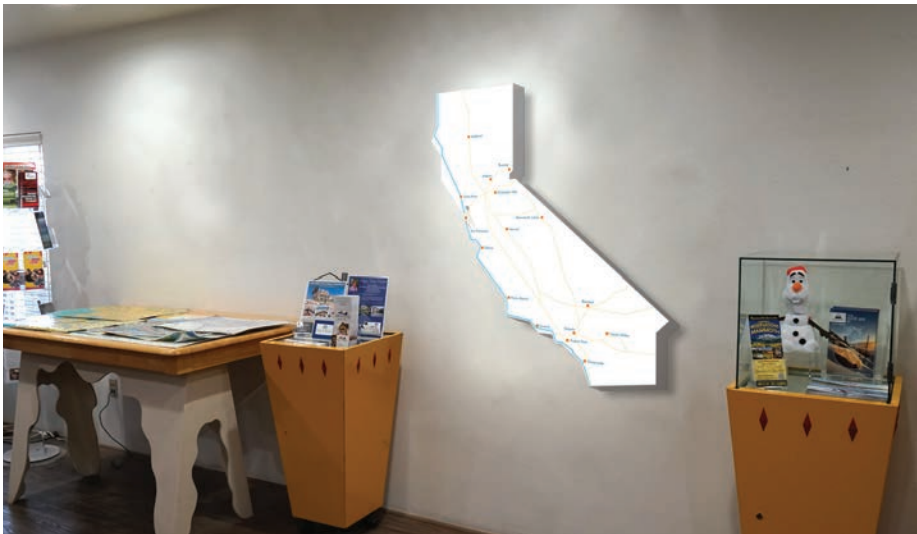
EXISTING CWC
BROCHURE
RACKS



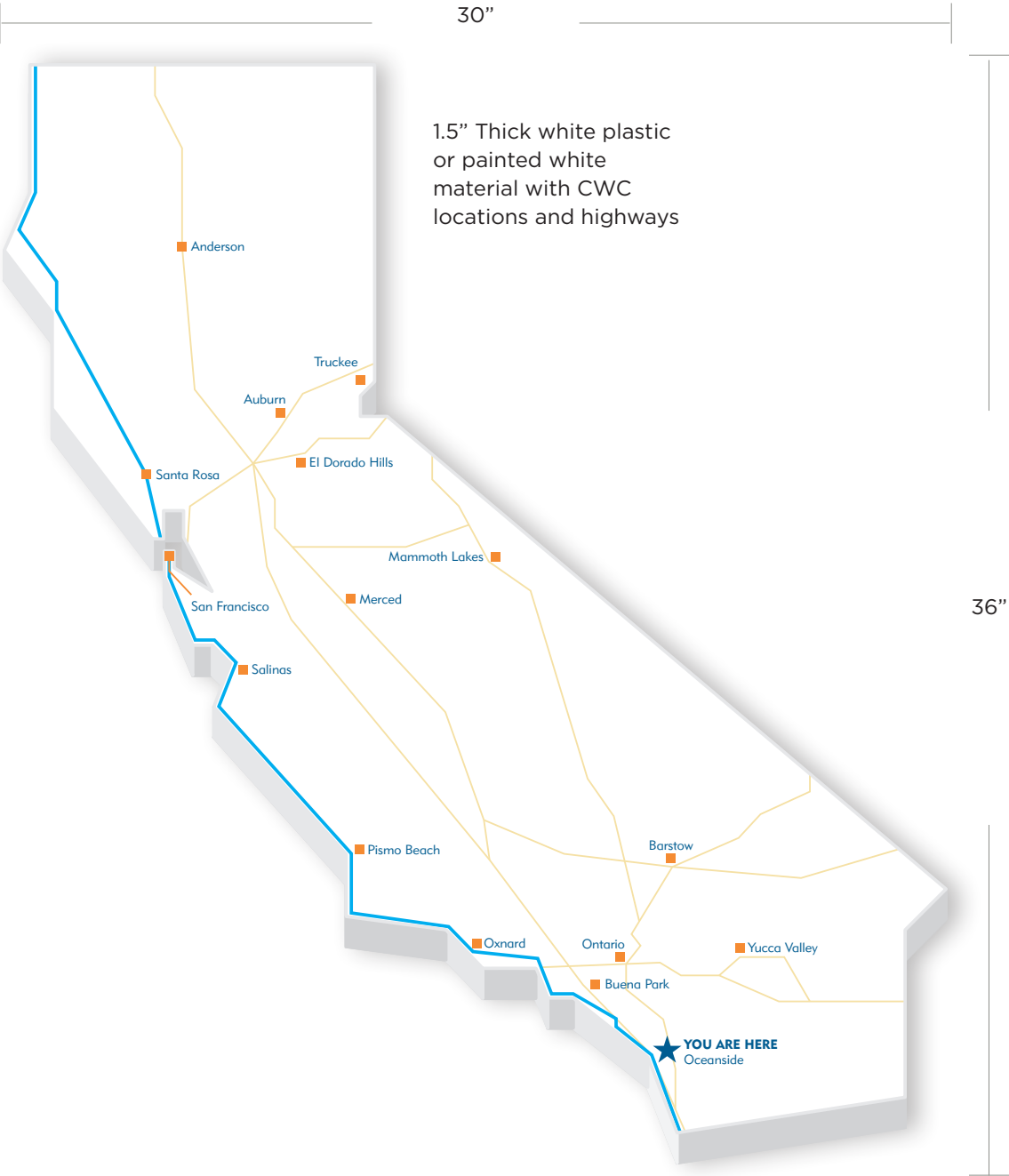
VALUE: NO COST

CALIFORNIA MAP

GRAPHIC DIMENSIONAL MAP OF CALIFORNIA



Oceanside CWC



30"

1.5" Thick white plastic
or painted white
material with CWC
locations and highways

36"



Oceanside CWC

NOTE: Detailed printed maps
should also be available for
visitors to take.

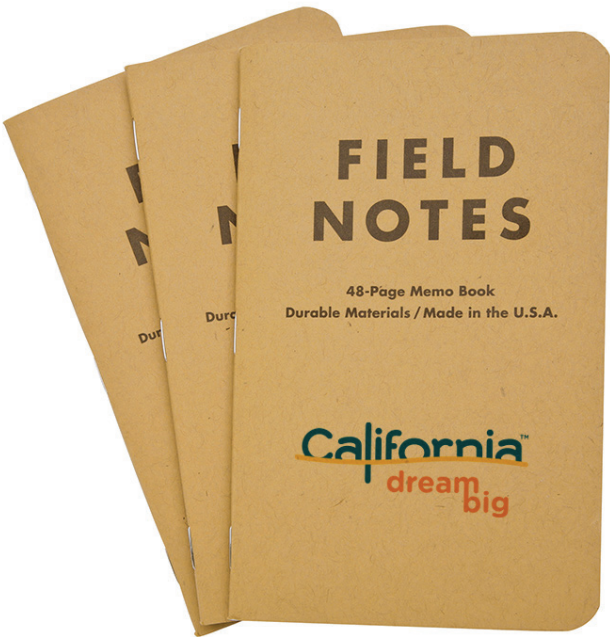
VALUE: \$1,900

PROMOTIONAL ITEMS

CWC GIVEAWAYS
Useful promotional items for the Travel Planner.



PENS



SMALL NOTE PAD

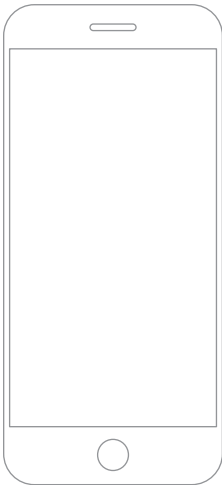


REUSABLE TOTE BAG

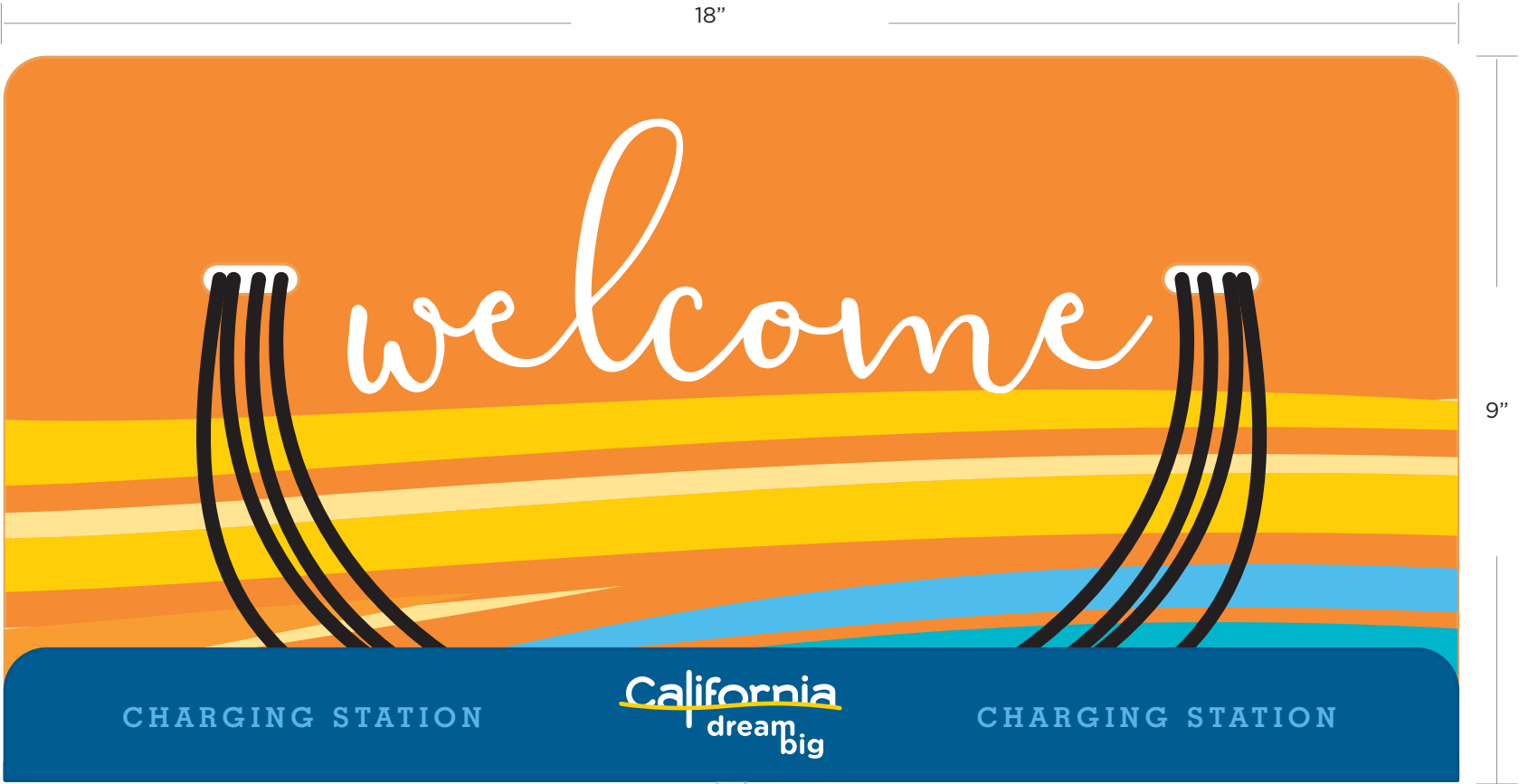
VALUE: \$1,000

CHARGING STATION

WALL MOUNTED OR FLOOR STANDING CHARGING STATION



IPHONE 7
FOR SCALE



kwikboost Pro Wall Mounted



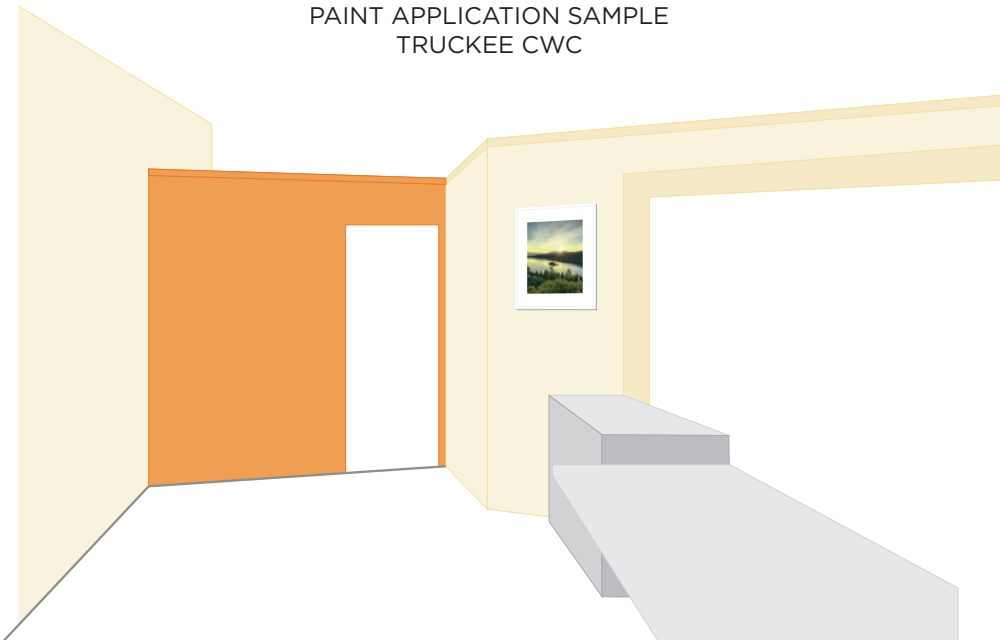
kwikboost Pro with Stand

VALUE: \$700

INTERIOR PAINT

COLOR GOES A LONG WAY

PAINT APPLICATION SAMPLE
TRUCKEE CWC



PAINT APPLICATION SAMPLE
OCEANSIDE CWC



SUGGESTED INTERIOR WALL COLORS (PAINT FORMULAS TBD):



SUGGESTED ACCENT COLORS (PAINT FORMULAS TBD):



NOTE: Paint color and name will vary by paint brand. When selecting paint bring approved Pantone color to best match your chosen brand color(s).

VALUE: \$300

Paint allowance (10 gallons)



AWNINGS

REBRANDED AWNINGS (WHEN APPLICABLE)
To be approved by VCA.



UTILIZING COLOR BAR FOR NECESSARY INFORMATION
(PIER 39, SAN FRANCISCO)



San Francisco CWC

COST: \$TBD

BRAND AMBASSADOR APPAREL

T-SHIRTS, POLOS AND HOODIES
(Silk screen and embroidery)

CA BLUE DRY-FIT POLO
WITH EMBROIDERY

HALF ZIP FLEECE
SWEATER

WHITE ZIP-UP HOODIE W/ SILK SCREEN



COST: TBD

\$27per Half-zip Fleece Sweater
\$25per Embroidered Dry Fit Polo
\$35per Zip-up Hoodie

BRANDED PROPS

VCA/CWC BRANDED DECORATIVE PROPS
Used to supplement VCA photography and graphics.



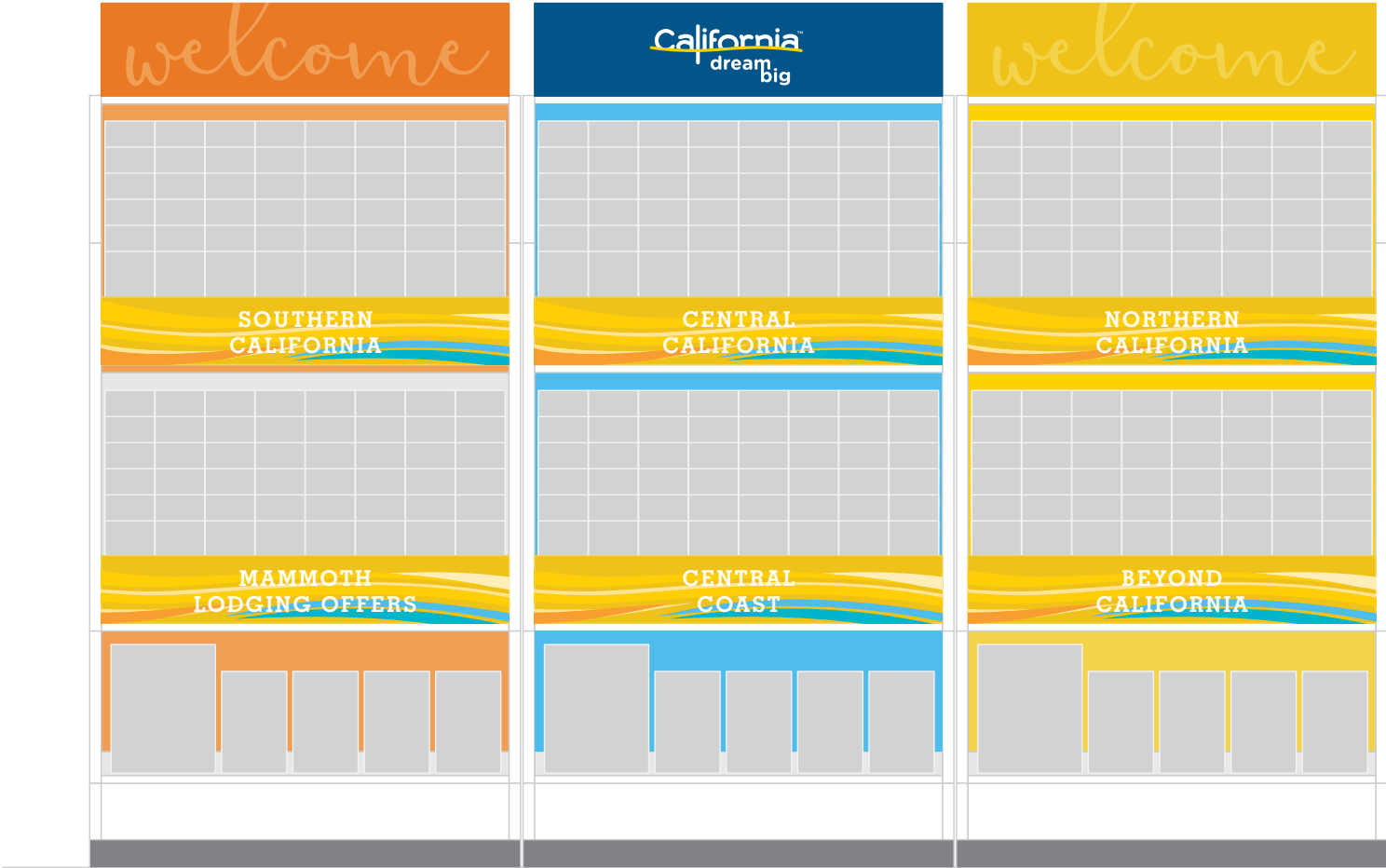
Oceanside CWC

COST: \$1,700 - 2,150

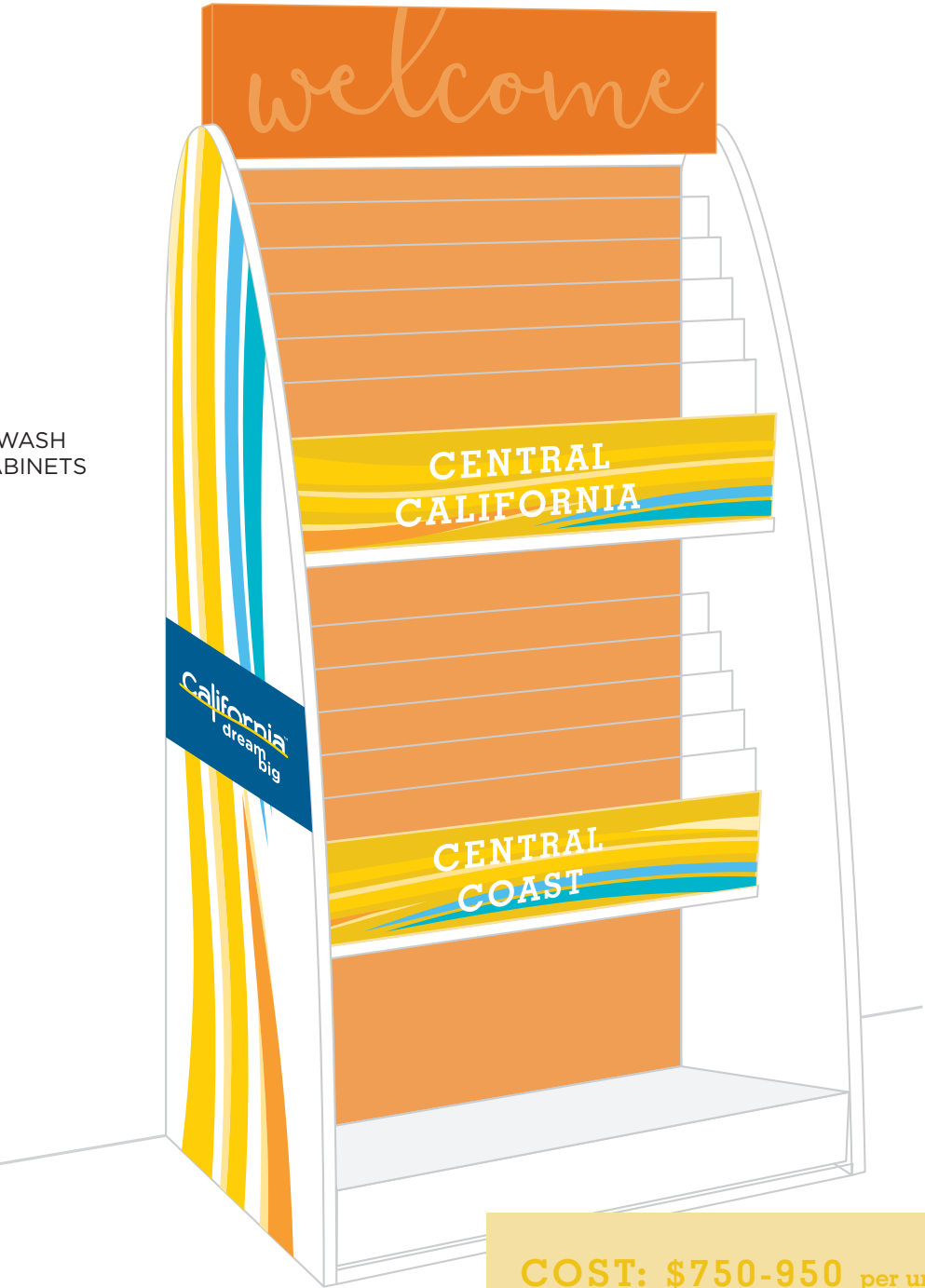
- \$150 skateboard
- \$800 - \$1,000 surfboard
- \$750 - \$1,000 snowboard

BROCHURE RACK UPGRADES

CUSTOMIZED VCA BROCHURE RACKS
Collaboration with Certified



WHITE WASH
OAK CABINETS



COST: \$750-950 per unit

INTERACTIVE

SOCIAL MEDIA PHOTO BOOTH

Custom kiosk and a monthly subscription



NOTE: See resources page or visit www.pixitybooth.com for package options.

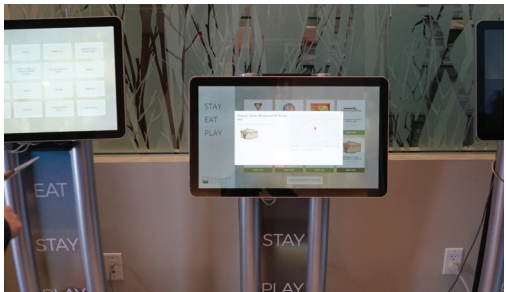
COST: \$30-200
per month (depending on features)



ACTUAL PIXITY BOOTH

EXPLORE BOARD

Touch screen kiosk available through Certified Folder Display Services



Ontario CWC



COST: \$4,000

LARGE INTERIOR GRAPHICS

FULL WALL GRAPHICS

Photos and placement to be approved by VCA.



EXAMPLE 1
(OCEANSIDE)

NOTE: All full wall imagery and location should be approved by VCA.
Imagery can only be applied to smooth and untextured surfaces.



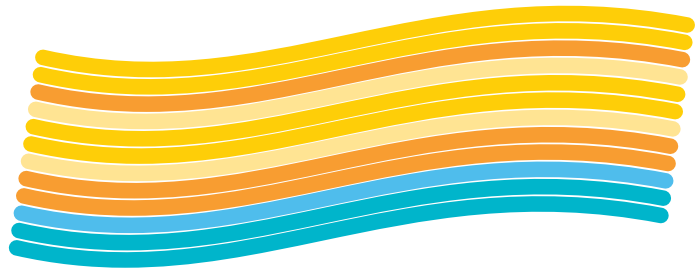
EXAMPLE 2
(TRUCKEE)

COST: \$25/per SF (w/ install)

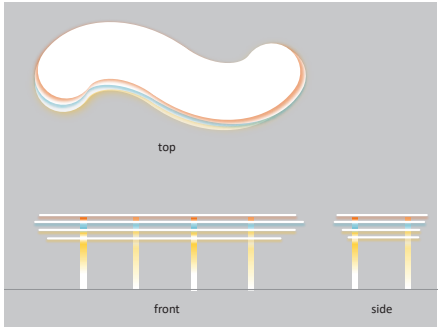
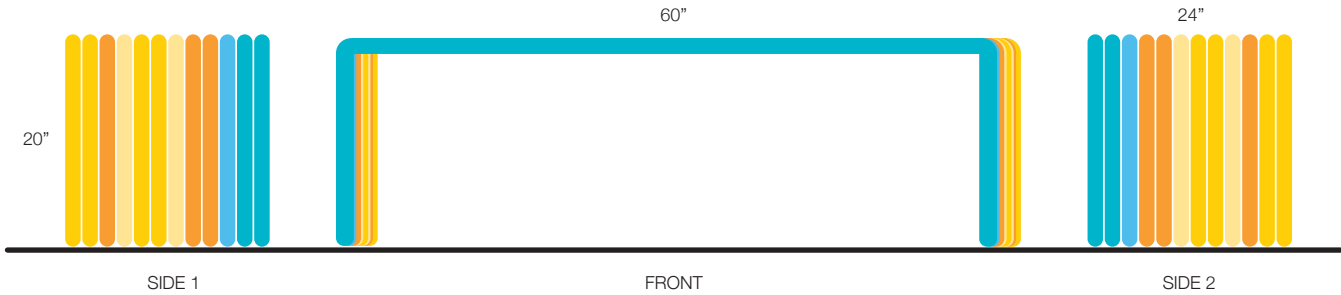


EXTERIOR BENCH

CUSTOM CWC BENCH
Produced and engineered by blankblank.



TOP



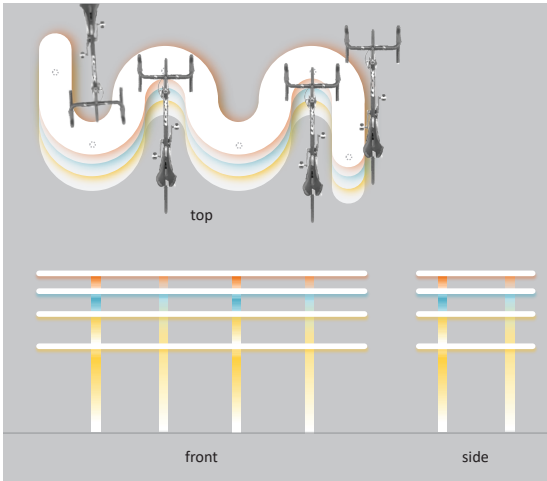
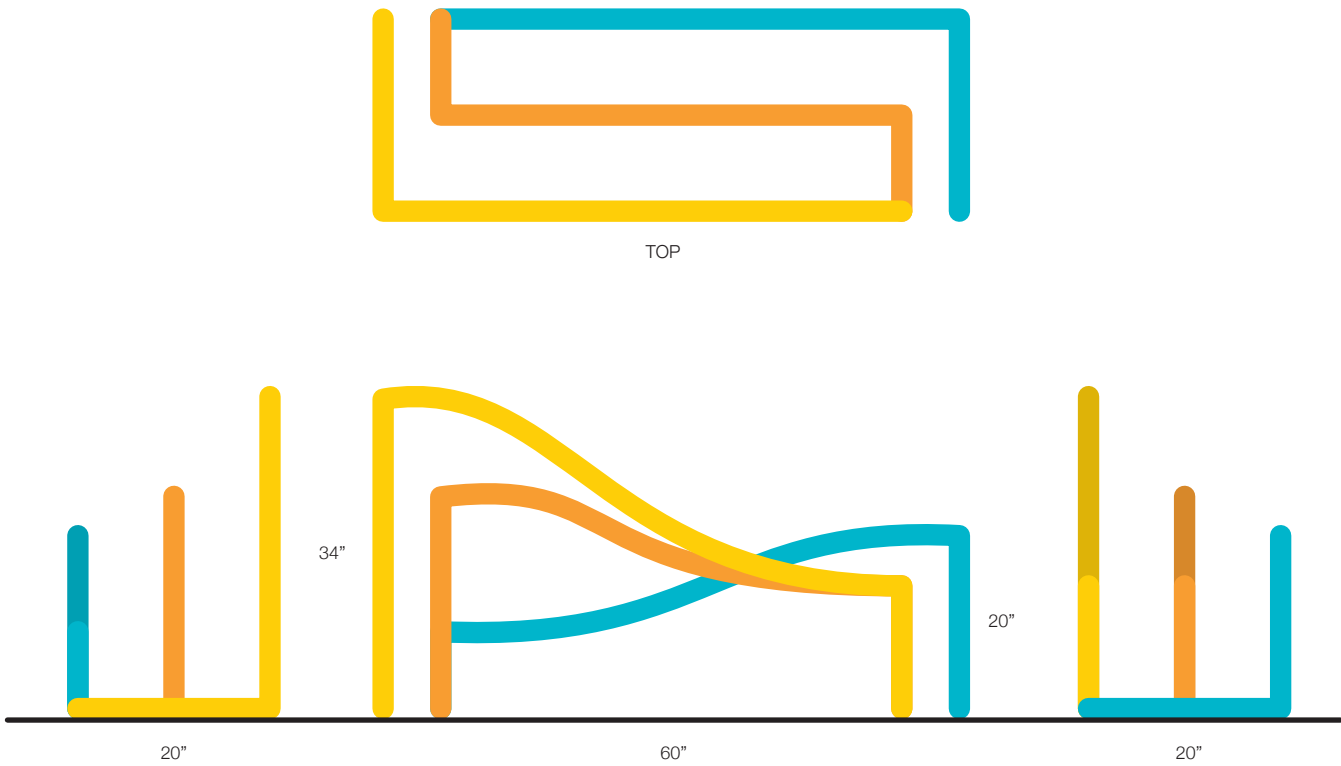
OTHER CONCEPT SKETCHES FROM blankblank



COST: \$3,200

EXTERIOR BIKE RACK

CUSTOM CWC BIKE RACK
Produced and engineered by BlankBlank.



OTHER CONCEPT SKETCH FROM blankblank

COST: \$2,625

LOCAL ADVERTISING DISPLAYS

CUSTOM KIOSK DISPLAYS

Paid local advertising or display units



SIDE VIEWS

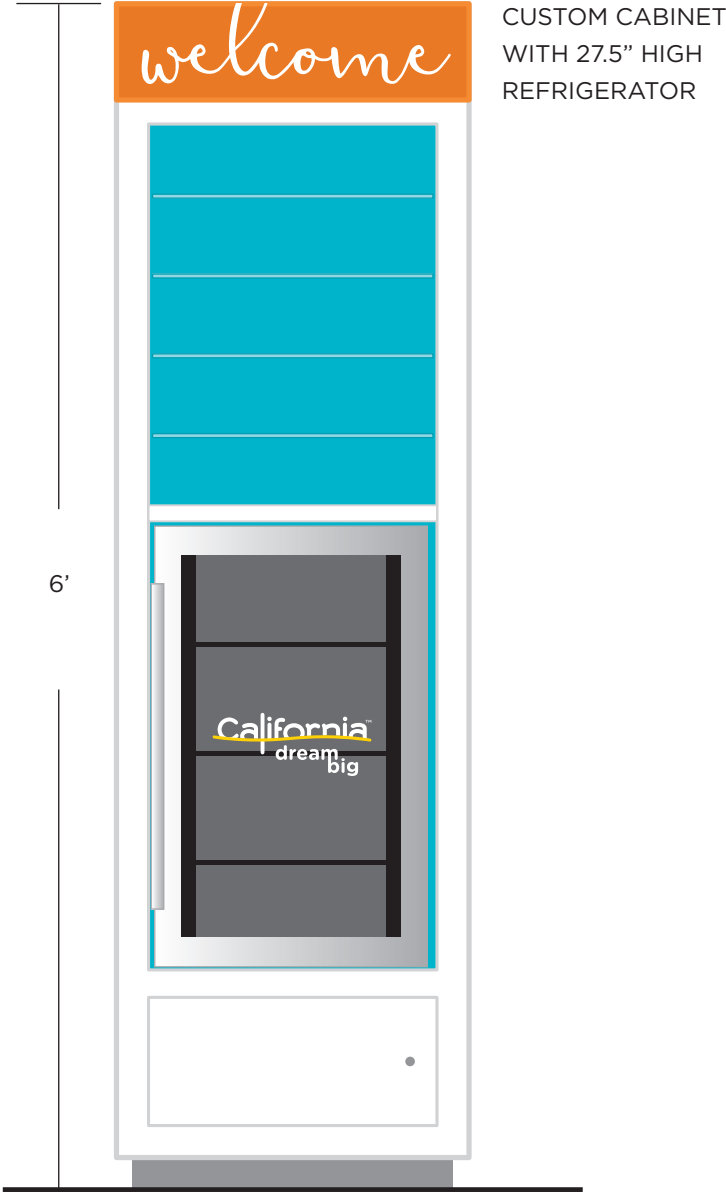


COST: \$8,000 - 10,000

VENDING/CONCESSIONS

CUSTOM VENDING CABINET OR REFRIGERATOR

COUNTER TOP REFRIGERATOR WITH GRAPHICS



COST: \$7,000 - 9,000
Large counter top refrigerator \$520

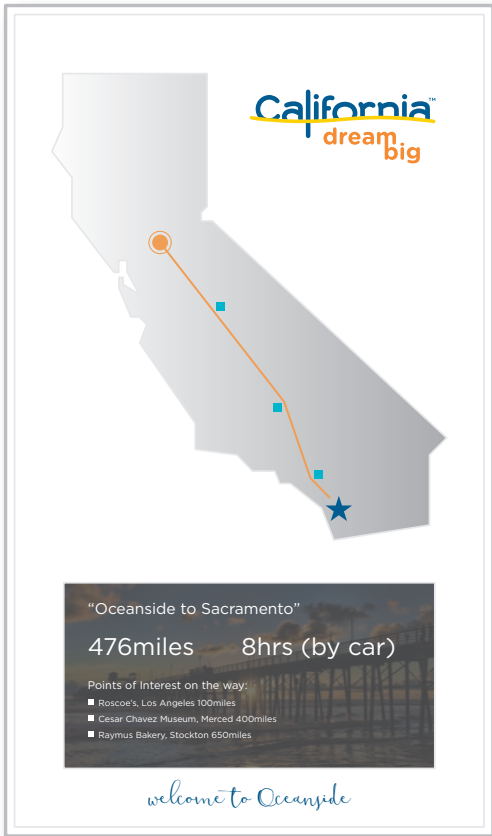
INTERACTIVE MAP

INTERACTIVE - TOUCHSCREEN WALL MOUNTED MAP

Produced and engineered by FLX Interactive.

FEATURES:

- OTHER CWC LOCATIONS AND GENERAL INFORMATION
- DISTANCE, TRAVEL TIME & DIRECTIONS (GOOGLE MAPS FEATURES)
- POINTS OF INTEREST ON TRAVEL ROUTE
- "SHARE YOUR TRIP" SOCIAL MEDIA FUNCTIONS



FRONT VIEW



SIDE VIEW

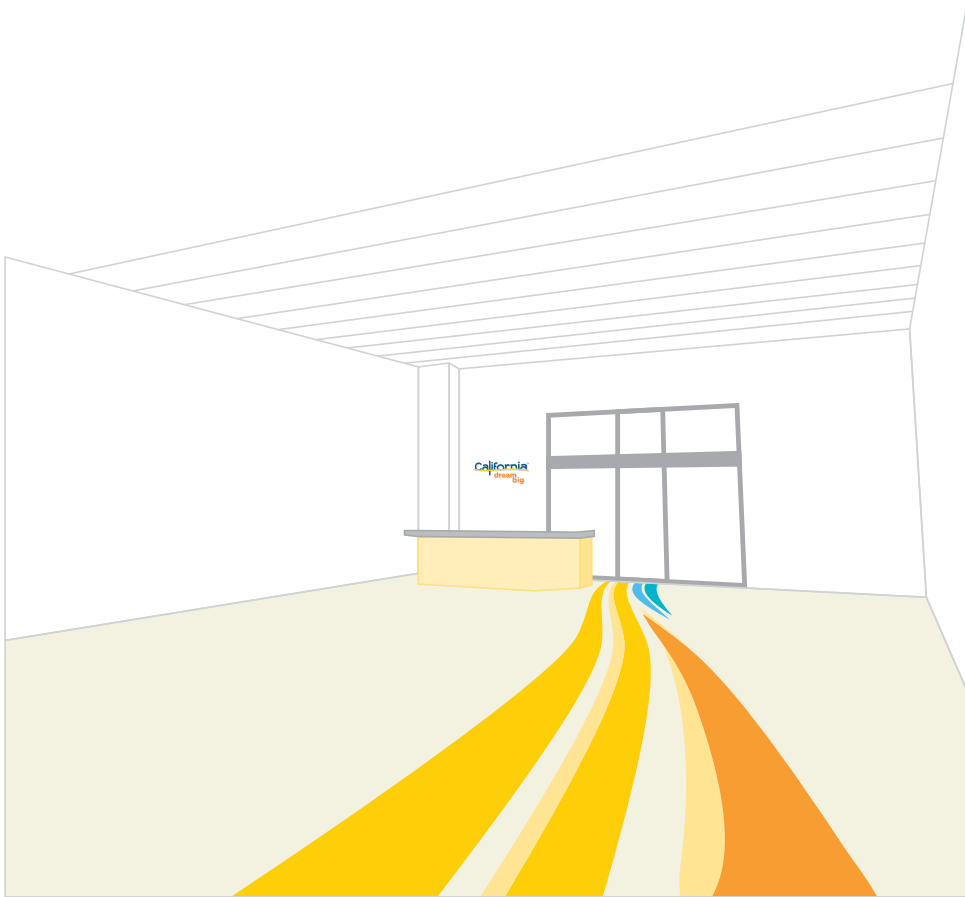


COST: \$25,000

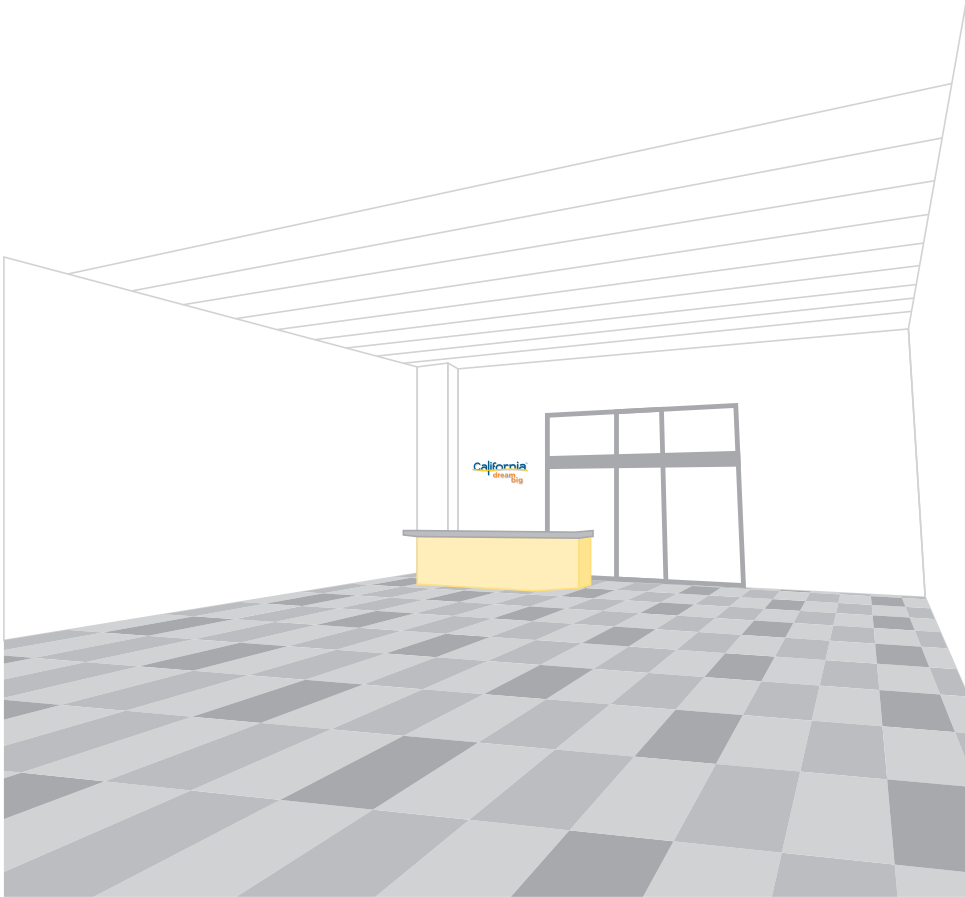
CUSTOM FLOORING

CUSTOM FLOOR TILES (TBD) OR FLOOR GRAPHICS

To be approved by VCA.

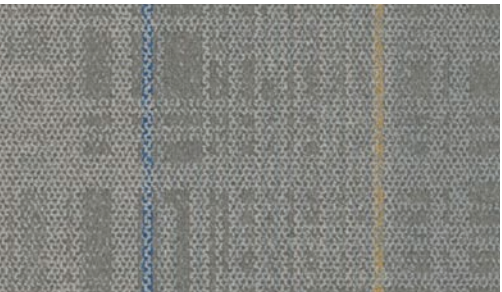


FLOOR GRAPHICS (CONCEPT ONLY)



Insight CARPET TILES

SUGGESTED PATTERNS



COST: \$6-\$8 / per SF (w/ install)

INTER ADD-ONS RECAP

TIER ONE:

AWNING	\$TBD
BRANDED APPAREL	\$TBD
BRANDED PROPS	\$1,700-2150
BROCHURE RACK UPGRADE	\$TBD
SOCIAL MEDIA KIOSK	\$30-200/month
EXPLORE BOARD	\$4,000

TIER TWO:

EXTERIOR BENCH	\$3,200
EXTERIOR BIKE RACK	\$2,625
DISPLAY KIOSK	\$8,000-10,000
CONCESSIONS KIOSK	\$7,000-9,000
INTERACTIVE MAP	\$25,000
FLOORING	\$TBD



VENDORS RESOURCES

WELCOME PACKAGE:

EXTERIOR FEATHER BANNERS

ENTRY DOOR SIGNAGE

NAME BADGES

CUSTOM RESTROOM SIGNS

PENS AND BAGS

S2K Graphics
Michelle O'Briant
800 270 7446 ext. 2331
m: 707 338 1888
Obriant@S2KGraphics.com
s2kgraphics.com

WELCOME MAT

Eagle Mat
eaglemat.com

FRONT DESK SIGNAGE & CALIFORNIA MAP

Commercial Sign Crafters
Dave Sincoff
916 287 8834
dave@comsigncrafters.com
comsigncrafters.com

BRAND AMBASSADOR APPAREL

The Cotton Shoppe
Colin Fulton
916 492 9194
info@cottonshoppe.com
cottonshoppe.com

FRAMED PHOTOGRAPHY

(FRAMES)

Art of Frame
artofframe.com

(PRINTS)

Costco Photo
costcophotocenter.com

BRANDED BROCHURE RACKS

Certified Folder Display Services Inc.
Bill Deering
800 799 7373
BillD@certifiedfolder.com
certifiedfolder.com

FIELD NOTES

Print Project Managers
Chris Cate
916 631 1673
chris@myppm.com
myppm.com

CHARGING STATION

Kwikboost
James Valera
800 676 4278
214 346 5262
m: 214 289-1093
hello@kwikboost.com
kwikboost.com

BACKGROUND MUSIC

Sonos Playstation 5
sonos.com

TIER ONE:

AWNING

JS Canvas
jscanvas@pacbell.net
www.jscanvas.com

BRANDED APPAREL

The Cotton Shoppe
Colin Fulton
916 492 9194
info@cottonshoppe.com
cottonshoppe.com

BRANDED PROPS

(SKATEBOARD)

Board Pusher
boardpusher.com

(SURFBOARD)

Board Lams
boardlams.com

(SNOWBOARD)

Disrupt Sports
disruptsports.com

BROCHURE RACK UPGRADE & EXPLORE BOARD

Certified Folder Display Services Inc.
Bill Deering
800 799 7373
BillD@certifiedfolder.com
certifiedfolder.com

SOCIAL MEDIA KIOSK

Pixity Booth
pixitybooth.com

TIER TWO:

EXTERIOR BENCH & BIKE RACK

blank blank
Robb Zinn
Phone
rob@blankblank.net
blankblank.net

DISPLAY & CONCESSIONS KIOSK

Motivational Systems Inc (MSI)
Bonny Franklin
916 635 0234 ext.12
m: 916 752 7270
bfranklin@motivational.com
www.MotivationalSystems.com

MINI FRIDGE

SG Merchandising Solutions
sgmerchandising.com

INTERACTIVE MAP

FLX Interactive
Brandon Lee
916 706 2746
m: 916 524 6977
brandon@flxinteractive.com
flxinteractive.com

FLOORING

(CARPET TILES)

Interface
800 634 6032
interface.com

(FLOOR GRAPHICS)

Vehicle Wrap Inc.
Joe Menendez
916 993 5880
vehiclewrapdesigns@gmail.com
vehiclewraps.com