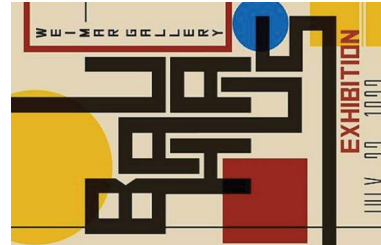
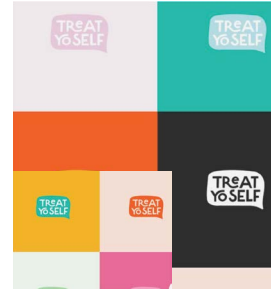




BRAND GUIDELINES



Funk
 Youthful
 Energized
 Bold
 Modern
 Artsy
 Local
 Bright



Logo Development

Logo

THE
WATERMAN
SANTA BARBARA

Icon





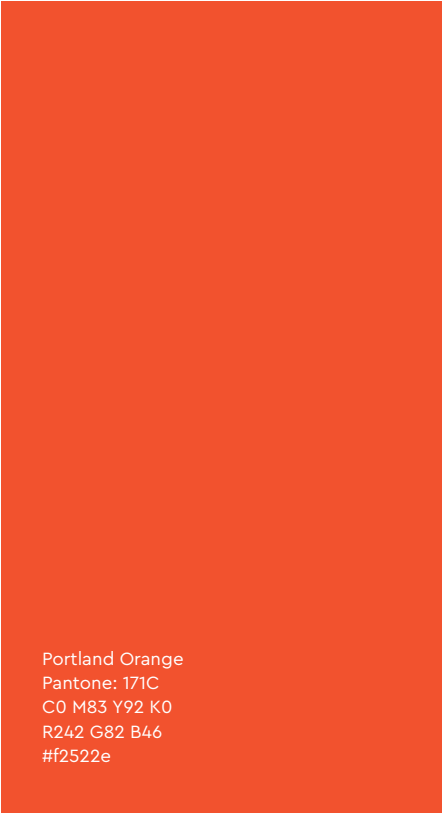
Color Palette



Orange Yellow
 Pantone: 7409C
 C5 M26 Y100 K0R219
 G56 B48
 #f2bd1c



Blue
 Pantone: 2728C
 C89 M78 Y0 K0
 R5 G18 B242
 #0512f2



Portland Orange
 Pantone: 171C
 C0 M83 Y92 K0
 R242 G82 B46
 #f2522e



Middle Purple
 Pantone: 673C
 C17 M62 Y0 K0
 R201 G122 B186
 #cf7aba

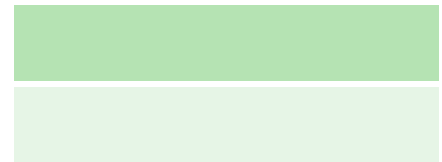
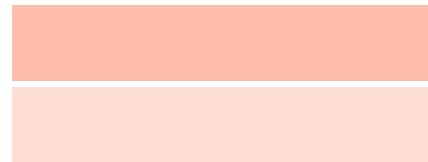
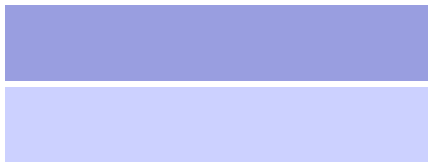
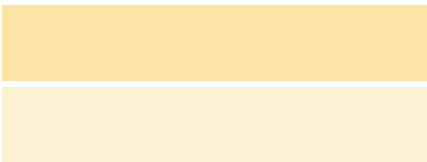


Dark Sea Green
 Pantone: 7494C
 C50 M3 Y66 K0
 R38 G38 B38
 #262626

Anti-Flash White C1 M2 Y0 K0	R251 G255 B255 #fbffff
---------------------------------	---------------------------

Raisin Black Pantone: 179C	C71 M65 Y64 K69 R38 G38 B38	#262626
-------------------------------	--------------------------------	---------

COLOR TINTS





Typography

RIFT SOFT

AA

HEADLINES

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW XX YY ZZ

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Copy, Titles, Subtitles and highlights

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
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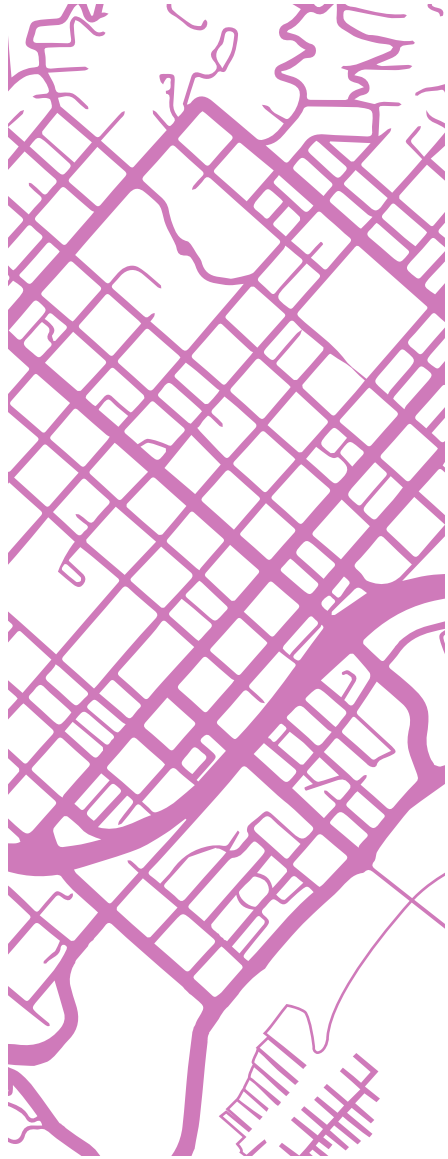
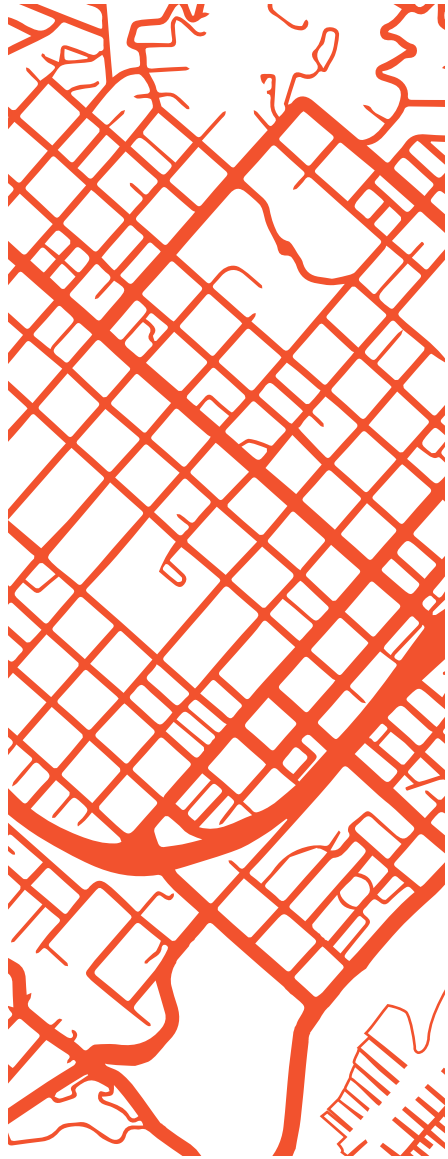
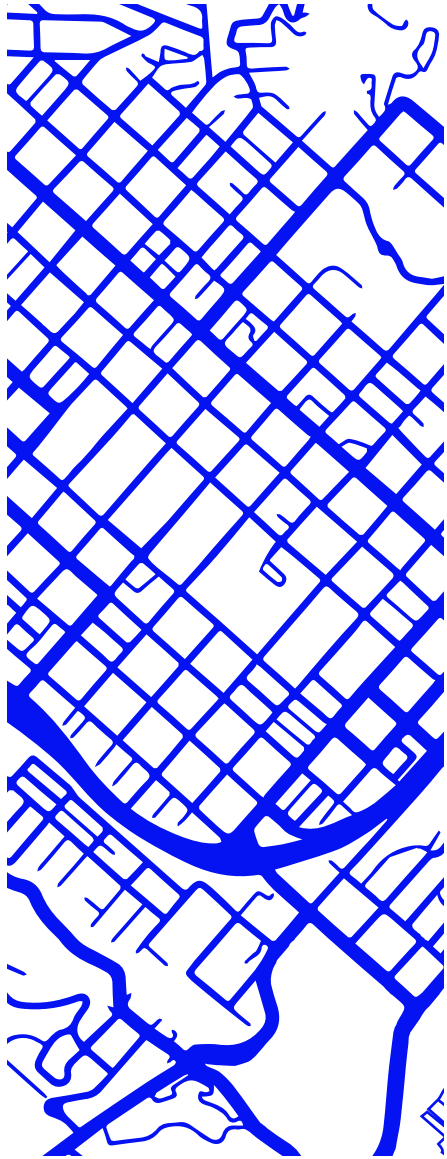
HEADLINE
RIFT SOFT
TRACKING: 20
LEADING: 10PT
CAPS

SUBHEAD
Nunito Sans
Tracking: 20
Leading: 80

BODY COPY
Nunito Sans Light 10pt
Tracking: 30
Leading: 10pt



Patterns / Textures





Graphic / Elements







Photography



The photography should be full of energy & saturation. It should reflect the Funk Zone feeling in and around Santa Barbara, capturing the lifestyle of both locals and vacationers having fun.



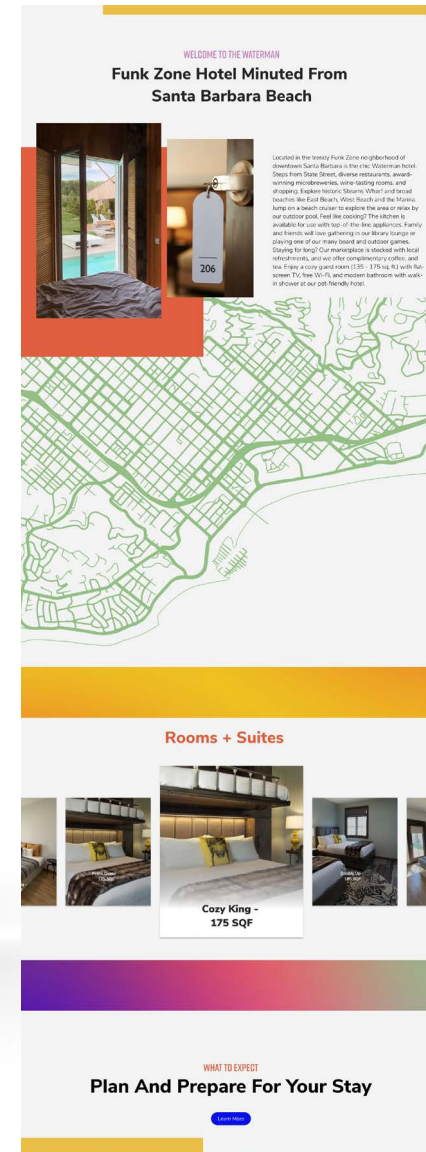
Stationery

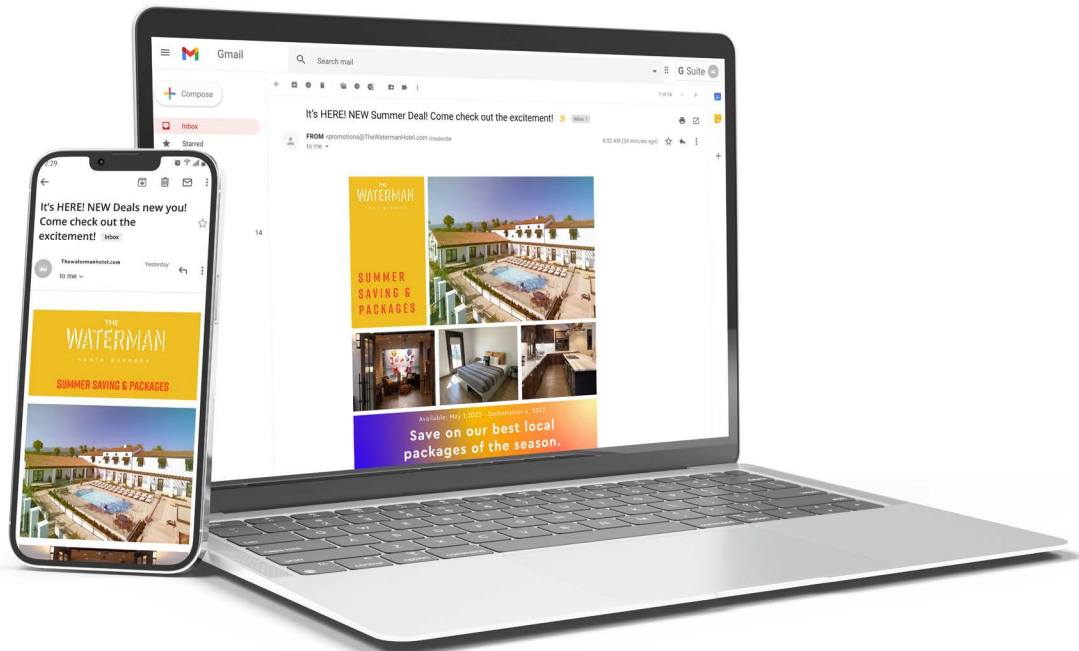






Brand In Action







THE
WATERMAN
SANTA BARBARA

**SUMMER
SAVING &
PACKAGES**




Available: May 1, 2023 - September 4, 2023

Save on our best local packages of the season.

Book Now


Available at participating properties in the U.S., Canada, Caribbean and Latin America.




How To Book
Be sure that the Promotional Code appears in the Corporate/Promotional code box when making your online reservation, or call 1-800-228-9290 and ask for the promotional code. For toll-free numbers outside the US please visit [https://www.marriott.com/hotels/usa/global-phone-reservation-numbers.mi?>](https://www.marriott.com/hotels/usa/global-phone-reservation-numbers.mi?) Global Reservation Numbers

Need To Know
Package offerings vary by property and location
Check rate details for the full offer inclusions
Book by July 31, 2023
Promotional Code: ZJL/What's this?
Valid stay dates: May 01, 2023 - September 04, 2023
www.marriott.com/en-us/hotels/about-the-waterman/overview

THE
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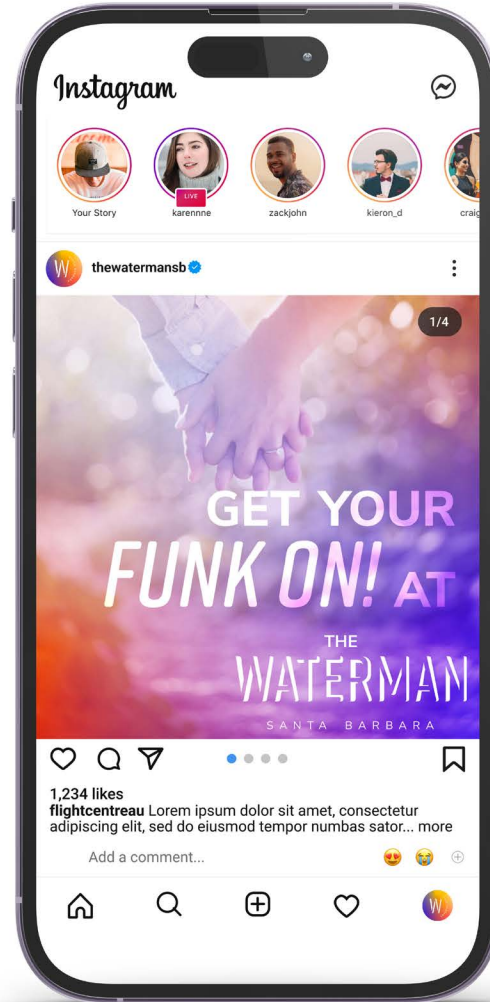
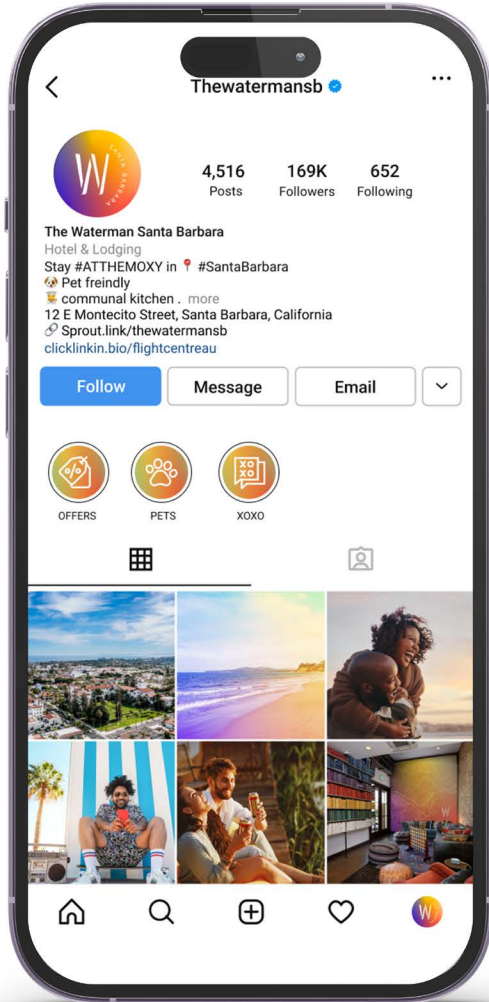
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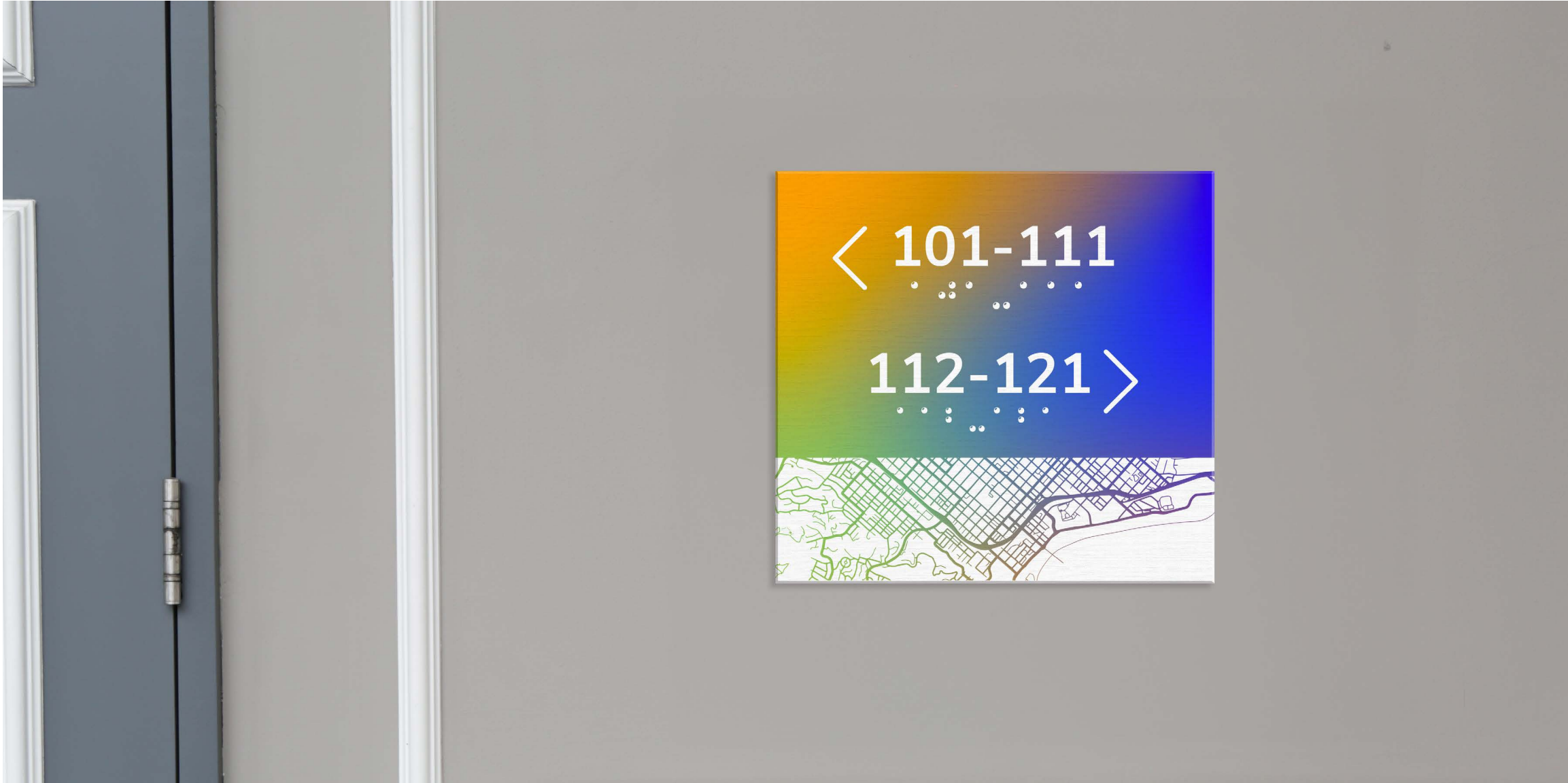




















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