



2026 VISIT CALIFORNIA

Outlook

FORUM

Concept introduction

Celebrating the beauty and energy of Southern California's coast, this year's Outlook Forum theme captures the renewed spirit of possibility across the state. Drawing inspiration from the region's radiant skies and rolling tides, the design embodies movement, optimism, and forward momentum, mirroring California tourism's next chapter following the passage of the Visit California referendum. A sunrise-inspired palette and fluid graphic system come together to create a sense of warmth, renewal, and connection, offering flexibility across a range of dynamic applications.

Sun, surf and sand

The guiding theme – Sun, Surf and Sand – honors the elements that define California's coastal identity. The sun represents optimism and new beginnings; the surf reflects the rhythm of exploration and adventure; and the sand evokes past steps, connection, and the unifying power of travel. Together, they create a visual and emotional foundation that captures the enduring allure of California's coast and the limitless energy driving its tourism future.



Primary typography

The conference brand utilizes Greycliff as the primary font. Headlines can range from demi bold to heavy. Body copy can range from light to medium.

Greycliff: used for most headlines and all smaller type.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Sample hierarchy

Headline sample _____ **Bold – 56pt**

Subhead sample _____ **Demi Bold – 38pt**

Aquunti quam, susandi con nos que doluptat volo _____ **Regular – 28pt**
temporatiUgitatium fugit auda nos et, voluptae autempe
quatempor sedi as voluptatium am voluptas deliquam.

Secondary typography

Vadelma may be used sparingly for short headlines, not body copy.

Vadelma: used for short headlines.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Sample hierarchy

Headline sample _____ Medium – 66pt

Subhead sample _____ Demi Bold – 38pt

Aquunti quam, susandi con nos que doluptat volo _____ Regular – 28pt
temporatiUgitatium fugit auda nos et, voluptae autempe
quatempor sedi as voluptatium am voluptas deliquam.

Color palette

This is the default color palette that will be used for all graphic materials. The full color palette features a range of warm and cool tones. In their base state, these colors appear intentionally softened. When the photo texture is applied, the tones take on greater richness and depth, resulting in a more vibrant and dynamic presentation, similar to the palette shown on the right.

Coral CMYK: 0, 70, 84, 0 RGB: 243, 112, 60 HEX: f3703c	Sun CMYK: 0, 28, 70, 0 RGB: 253, 190, 100 HEX: fdbe64	Navy CMYK: 100, 64, 22, 40 RGB: 0, 63, 101 HEX: 003f65	Reef CMYK: 100, 42, 35, 15 RGB: 0, 106, 131 HEX: 006a83	Ocean CMYK: 98, 0, 22, 4 RGB: 0, 166, 193 HEX: 00a6c1	Sky CMYK: 48, 0, 24, 0 RGB: 128, 206, 202 HEX: 80ceca	Sand CMYK: 1, 5, 12, 0 RGB: 251, 239, 222 HEX: fbefde
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Color palette (no texture)

This color palette should be used for cases where the full graphic treatment won't be applied, such as merchandise, decor, or typography. Do not use this palette if the photo texture will be applied.

Coral (NT) CMYK: 0, 84, 90, 0 RGB: 240, 81, 48 HEX: f05130	Sun (NT) CMYK: 0, 32, 85, 0 RGB: 252, 181, 64 HEX: fcb540	Navy (NT) CMYK: 100, 72, 25, 45 RGB: 0, 51, 89 HEX: 003359	Reef (NT) CMYK: 100, 50, 40, 18 RGB: 0, 95, 118 HEX: 005f76	Ocean (NT) CMYK: 88, 10, 25, 0 RGB: 0, 164, 188 HEX: 00a4bc	Sky (NT) CMYK: 60, 0, 28, 0 RGB: 90, 197, 194 HEX: 5ac5c2	Sand CMYK: 1, 6, 14, 0 RGB: 251, 237, 217 HEX: fbadd9
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Gradient palette

The radiant character of Southern California unfolds through a balanced mix of warm and cool tones. Sun-kissed hues capture the region’s lively energy and desert warmth, while cooler shades mirror its breezy coastlines and modern cityscapes. Soft gradients between these colors can be used to bring depth and a sense of movement to backgrounds.



Coral —————> Sun —————> Ocean



Reef —————> Sky



Coral —————> Sun

Gradient palette (no texture)

Same as the individual colors, the gradients below should be implemented if no texture will be applied to the piece.



Coral (NT) —————> Sun (NT) —————> Ocean (NT)



Reef (NT) —————> Sky (NT)



Coral (NT) —————> Sun (NT)

Creating custom art

The following pages will guide you through each step for creating your own art. Quick video tutorials are provided to give guidance for the more complex steps. If any steps are unclear, please reach out to the Page Design team for assistance.

- Step 1** – Background gradient
- Step 2** – Color waves
- Step 3** – White waves
- Step 4** – Line illustrations & shading
- Step 5** – Photo texture

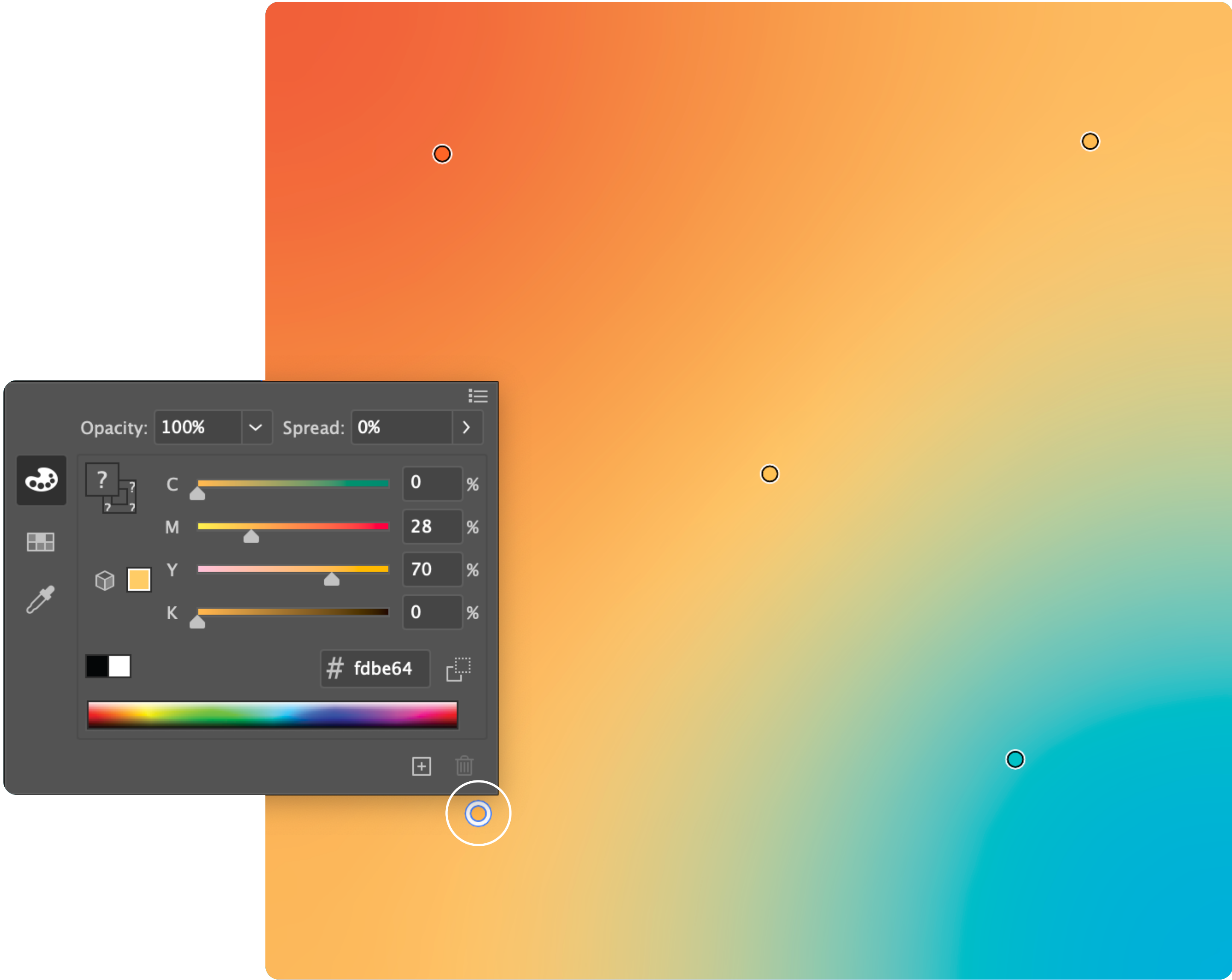


Background gradient

The base layer for each design should be a full gradient featuring all the colors, keeping materials consistent and vibrant. To create a more dynamic background, the freeform gradient tool in Adobe Illustrator can be used. This allows the gradient to have a natural flow and provides opportunity for more variation across materials. To learn how to apply this type of gradient, watch the video tutorial linked below.

A warm or cool gradient background may be used in special cases for materials that need to stand out. These gradient backgrounds should be used sparingly and have approval from Visit California or Page Design staff.

[View Tutorial](#)



Color waves

Wavy, freeform shapes can be added to your design to create unique compositions and layouts. These shapes should feel organic and bleed off the edge. The color of the top layer can vary between the warm or cool gradient, with another layer below it utilizing the full gradient. If working in Adobe Illustrator, using the brush tool is a great way to create these wavy shapes. For tips on how to create these shapes, watch the video tutorial linked below.



[View Tutorial](#)



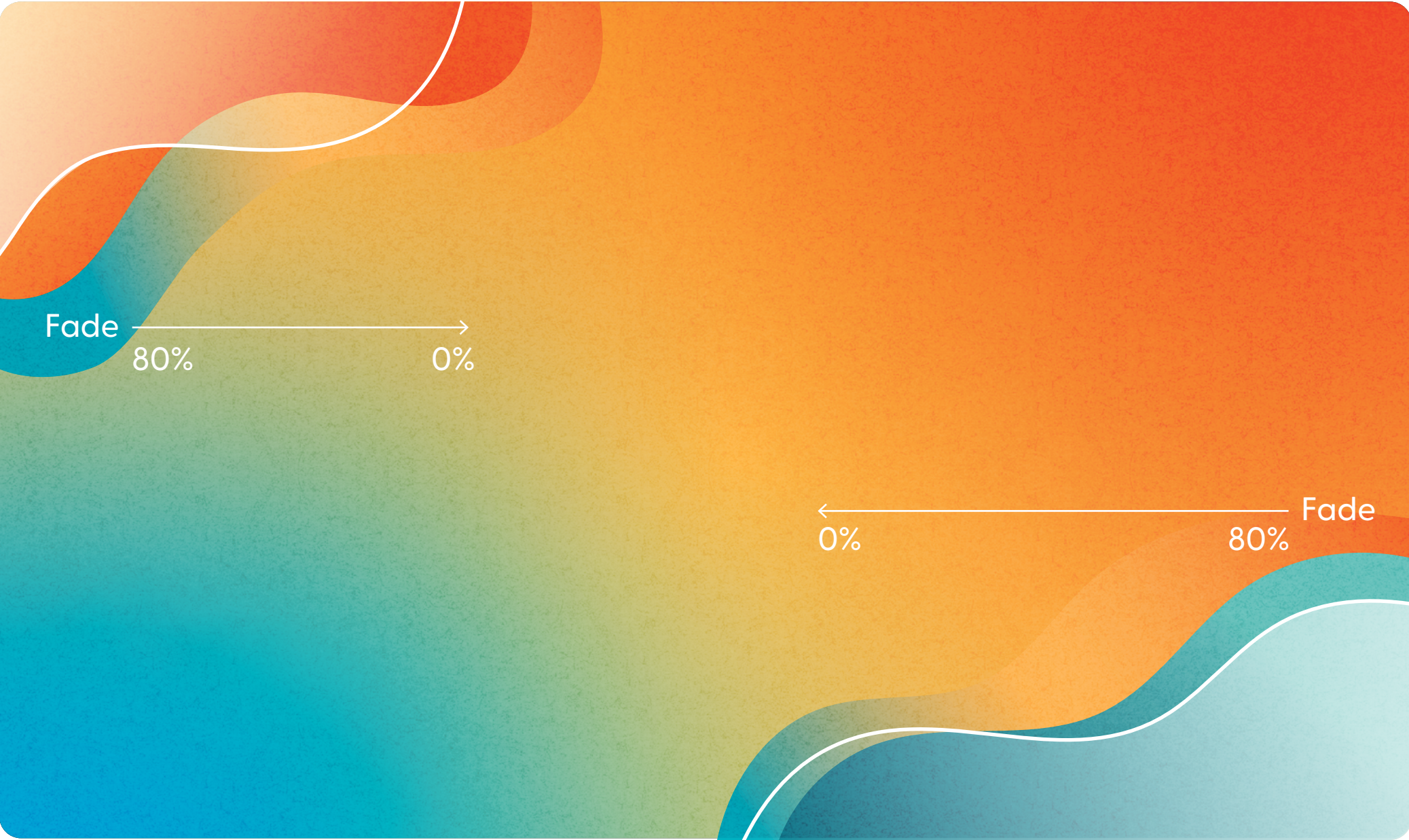
Sample 1 : Less Shapes



Sample 2 : More Shapes

White waves

White-lined waves, filled with a fading gradient can be added on top of the color waves to add depth and compliment the line icons that can be added. These waves should follow similar but different flows than the shapes below them. The faded fill should start strongest from the edge and fade out towards the center. The line weight should match that of the icons. For tips on how to create these shapes, watch the video tutorial linked below.



[View Tutorial](#)



Sample 1 : Less Shapes



Sample 2 : More Shapes

Line illustrations

Flowing, single line illustrations can be added to designs to represent activities, industries or locations. These illustrations should bleed off the canvas to continue the flowing design aesthetic. Illustrations should feel natural and remain simple. The illustrations included in this toolkit are fully editable strokes that can be adapted as needed. The line thickness of these illustrations should remain thin but noticeable. For a 1920x1080 canvas, 1.5pt is recommended.



Illustration shading

Illustrations can be filled with a fading white gradient to give them more presence and stand out from the colorful backgrounds. The gradient should be strongest towards the edge of the canvas and fade out as it moves to the center. Gradients can start from any direction as seen below.

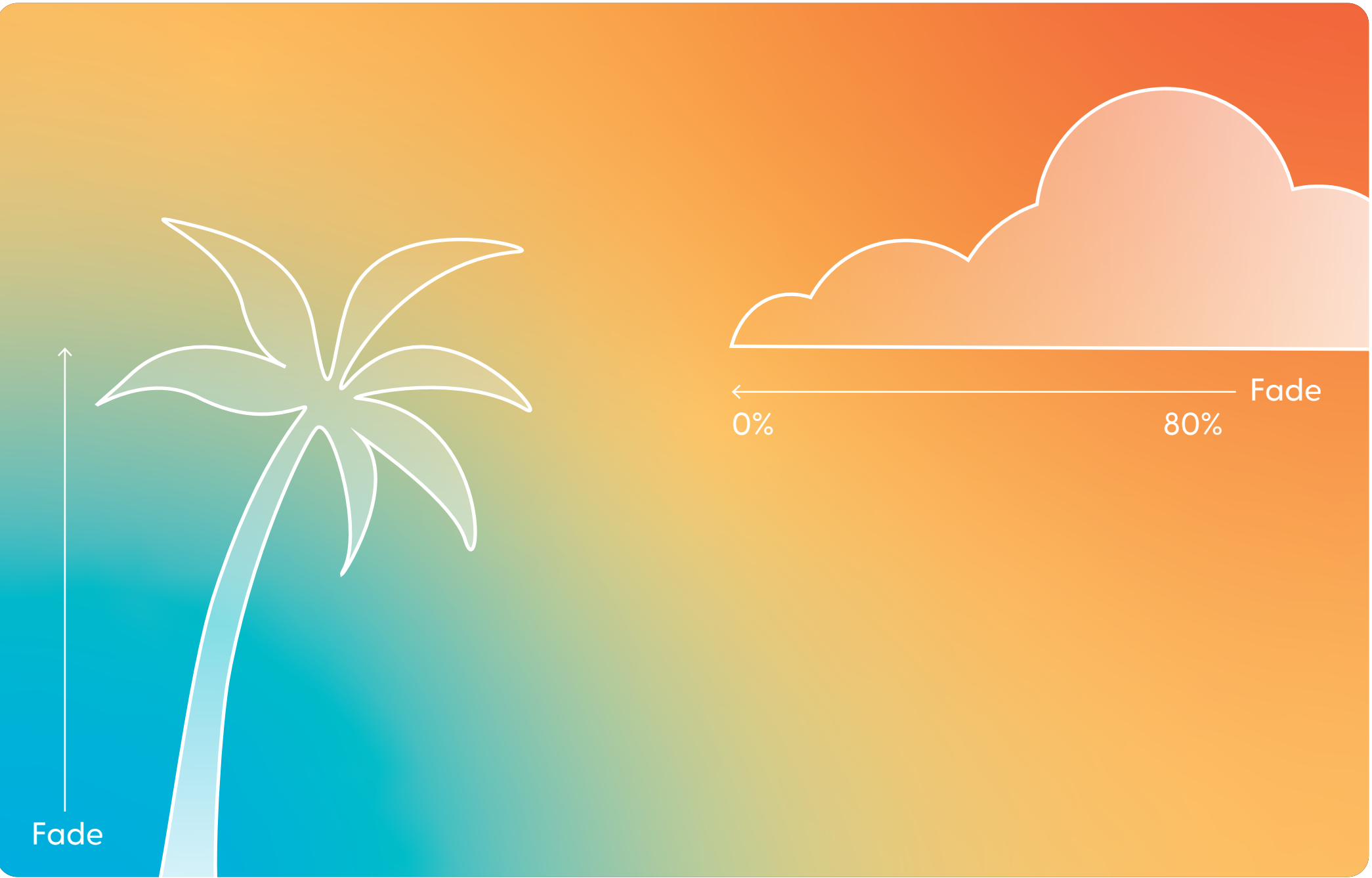


Photo texture

A grain photo texture can be added to your designs to give them more dimension. This texture is a black and white photo that can be color burned onto your design. Once applied, colors will shift and become more saturated and vibrant. Do not use this texture if you are using the (NT) color palette.

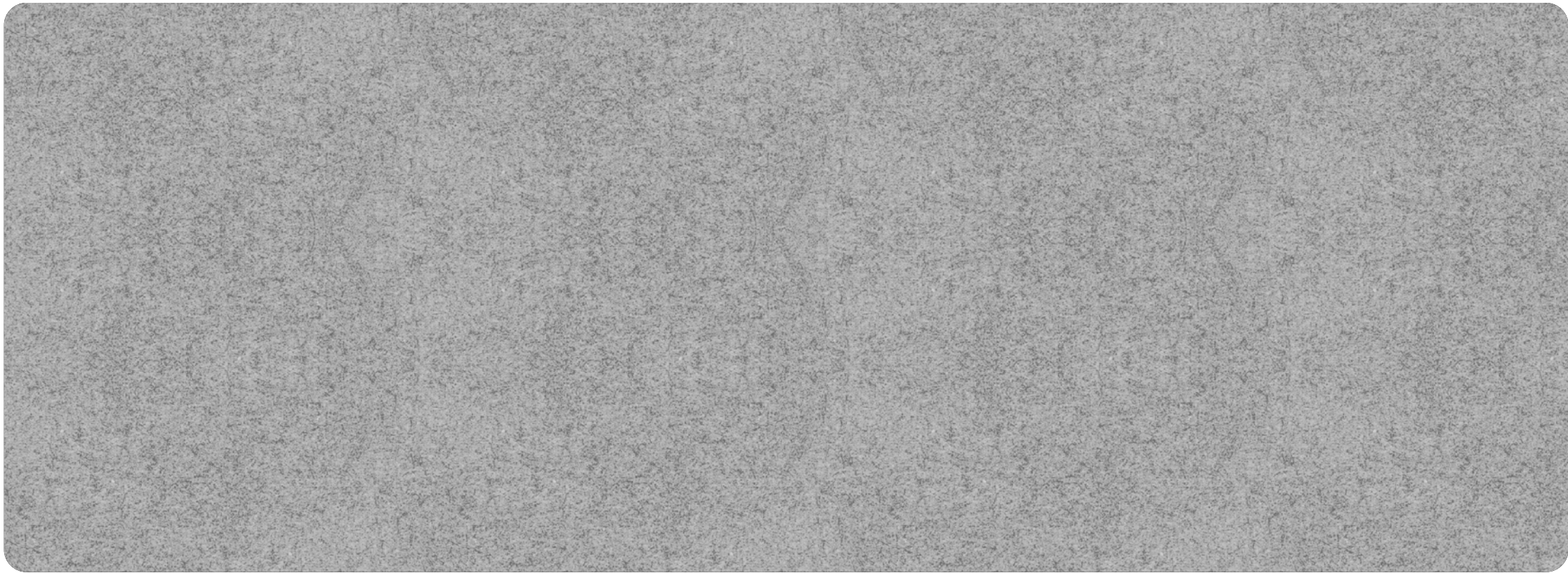


Photo Texture



Texture Applied

45% Opacity
Color Burn Blend Mode



No Texture Applied

SAMPLE MATERIALS



Breakout Room Signage



Attendee Name Badge



Resort Keycard



Environmental

Included resources

A collection of assets have been created to help apply this theme across all print and digital materials. Design elements can be used in various combinations to best complement your piece. To maintain brand standards, please follow the guidelines in the toolkit and reference the materials provided.



Graphics tutorial

Scan or click the QR code to view a quick tutorial on how to navigate resources and create your own materials.

Design assistance

Feel free to reach out with any questions, assistance in making brand materials or feedback to ensure brand consistency.

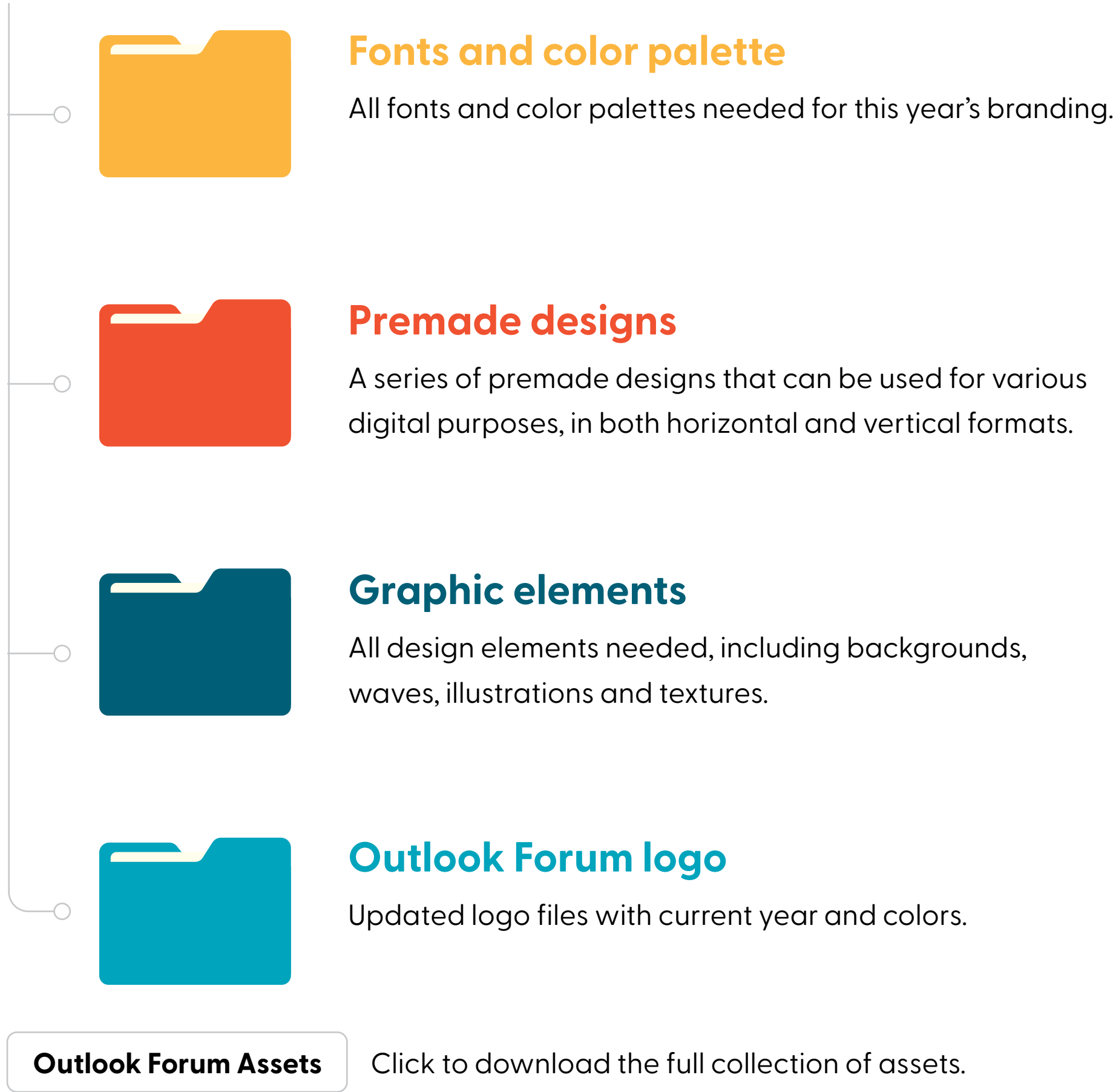
Page Design Team – VisitCA@pagedesign.com

Jonathan Stellmach
Art Director

Emilie Johal
Senior Visual Designer

Sherril Cortez
Production Manager

Toolkit file structure



Venue walkthrough

Get a glimpse inside the venue with a walkthrough video highlighting the vibrant spaces and coastal atmosphere awaiting attendees.

[View Walkthrough](#)

