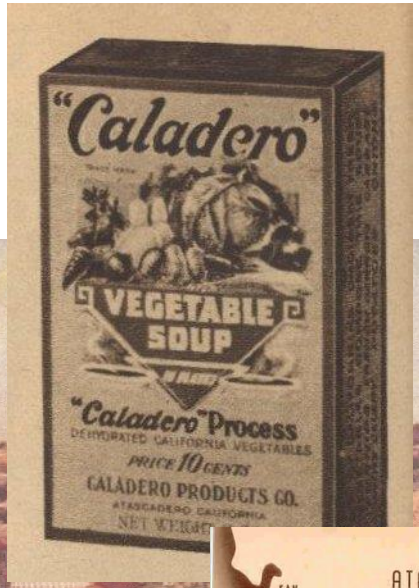
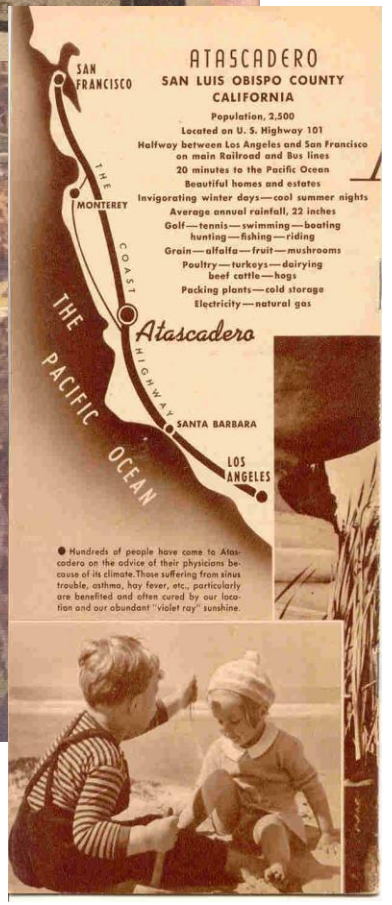
VISIT
Atascadero
SIMPLY GENUINE

HISTORY


"Caladero"
VEGETABLE SOUP
"Caladero" Process
DEHYDRATED CALIFORNIA VEGETABLES
PRICE 10 CENTS
CALADERO PRODUCTS CO.
ATASCADERO CALIFORNIA


ATASCADERO
SAN LUIS OBISPO COUNTY
CALIFORNIA
SAN FRANCISCO
MONTEREY
THE COAST HIGHWAY
Atascadero
SANTA BARBARA
LOS ANGELES
THE PACIFIC OCEAN
Population, 2,500
Located on U. S. Highway 101
Halfway between Los Angeles and San Francisco on main Railroad and Bus lines
20 minutes to the Pacific Ocean
Beautiful homes and estates
Invigorating winter days—cool summer nights
Average annual rainfall, 22 inches
Golf—tennis—swimming—boating hunting—fishing—riding
Grain—alfalfa—fruit—mushrooms
Poultry—turkeys—dairying beef cattle—hogs
Packing plants—cold storage
Electricity—natural gas
● Hundreds of people have come to Atascadero on the advice of their physicians because of its climate. Those suffering from sinus trouble, asthma, hay fever, etc., particularly are benefited and often cured by our location and our abundant "violet ray" sunshine.

EMBRACING OUR ROOTS

Insert pictures of 41/101 overpass- Eliminate one?

Would you like Creative Brief as the next slide with Vision Statement?

BRANDING

VISIT ATASCADERO IDENTITY

VISIT Atascadero CALIFORNIA

Color Palette

E.G. Lewis Red and True Blue are the two primary colors in the Visit Atascadero color palette. Denim Blue, Sky Blue, Stone and Earth are secondary colors that are used to support the primary colors. Stone should never be used for copy. For body copy only, use 90% black.

Primary Colors

E.G. Lewis Red
PANTONE 7417C
C 1 | M 83 | Y 85 | K 0
R 224 | G 78 | B 57
HTML #E04E39

True Blue
PANTONE 7697C
C 76 | M 34 | Y 21 | K 09
R 78 | G 138 | B 160
HTML #4E87A0

Secondary Colors

Denim Blue
PANTONE 7545C
C 58 | M 32 | Y 18 | K 54
R 66 | G 85 | B 99
HTML #425563

Stone
PANTONE WARM GRAY 1
C 3 | M 3 | Y 6 | K 7
R 215 | G 210 | B 203
HTML #D7D2CB

Sky Blue
PANTONE 544C
C 27 | M 4 | Y 1 | K 1
R 189 | G 214 | B 230
HTML #BDD6E6

Earth
PANTONE WARM GRAY 5
C 11 | M 13 | Y 16 | K 32
R 172 | G 163 | B 154
HTML #ACA39A

Gold
PANTONE 143C
C 0 | M 32 | Y 87 | K 0
R 241 | G 180 | B 52
HTML #F1B434

ARTISAN RESTAURANTS

Fig
GOOD FOOD

TENT CITY
BEER COMPANY
—ATASCADERO, CALIFORNIA—

Hush-Harbor
ARTISAN BAKERY & CAFÉ

FOUNDED 1913
INCORPORATED 1979
ATASCADERO

ARTISAN SUCCESS

ALLE-PIA
FINE CURED MEATS
HANDCRAFTED ITALIAN SALUMI

ATASCADERO
FOUNDED 1913
INCORPORATED 1979

EVENTS

CENTRAL COAST Cider Festival ATASCADERO

Sold Out

EVENTS

CRUISIN WEEKEND ~ August 19th-20th

Kick off the weekend Friday evening with **Hot El Camino Cruise Nite!**

On Saturday, the **Mid State Cuizers Car Show** starts at 10 am until 3 pm at the Atascadero Lake

Saturday Evening we are "Taking it to the Streets" to Dance the Night Away Downtown at our **NEW Dancing in the Streets** event from 5-9 pm! Five different bands and antique cars on display around the Sunken Gardens!

Founded 1913 Incorporated 1979 Atascadero

Questions?