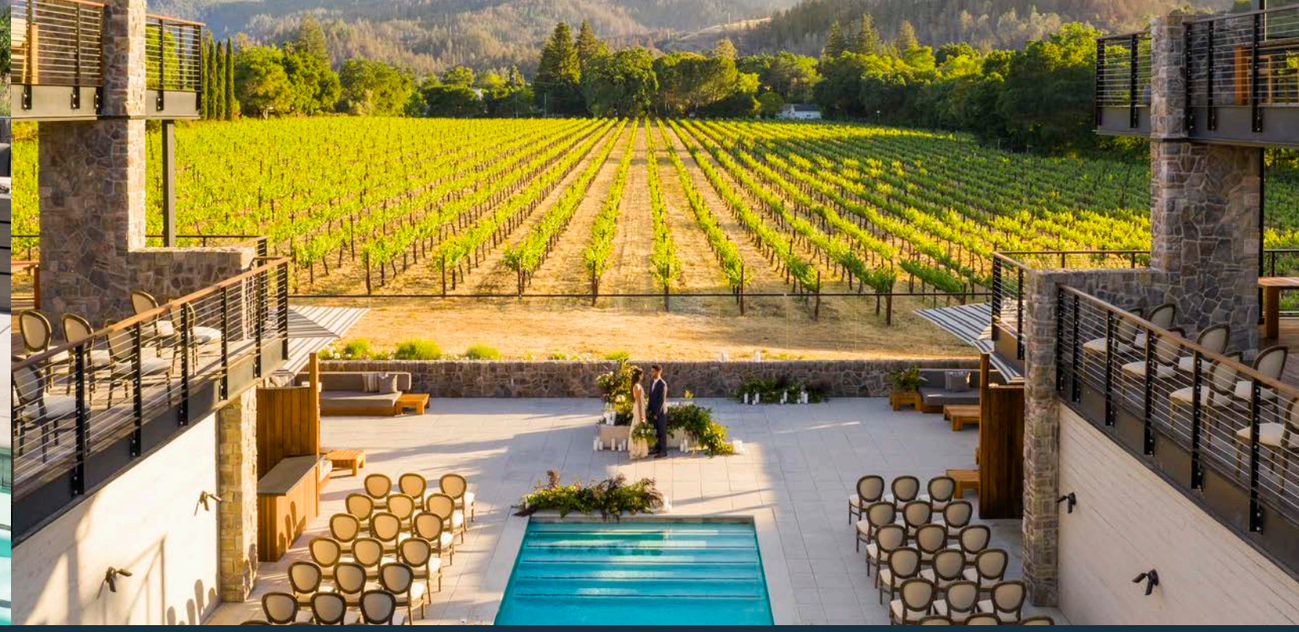






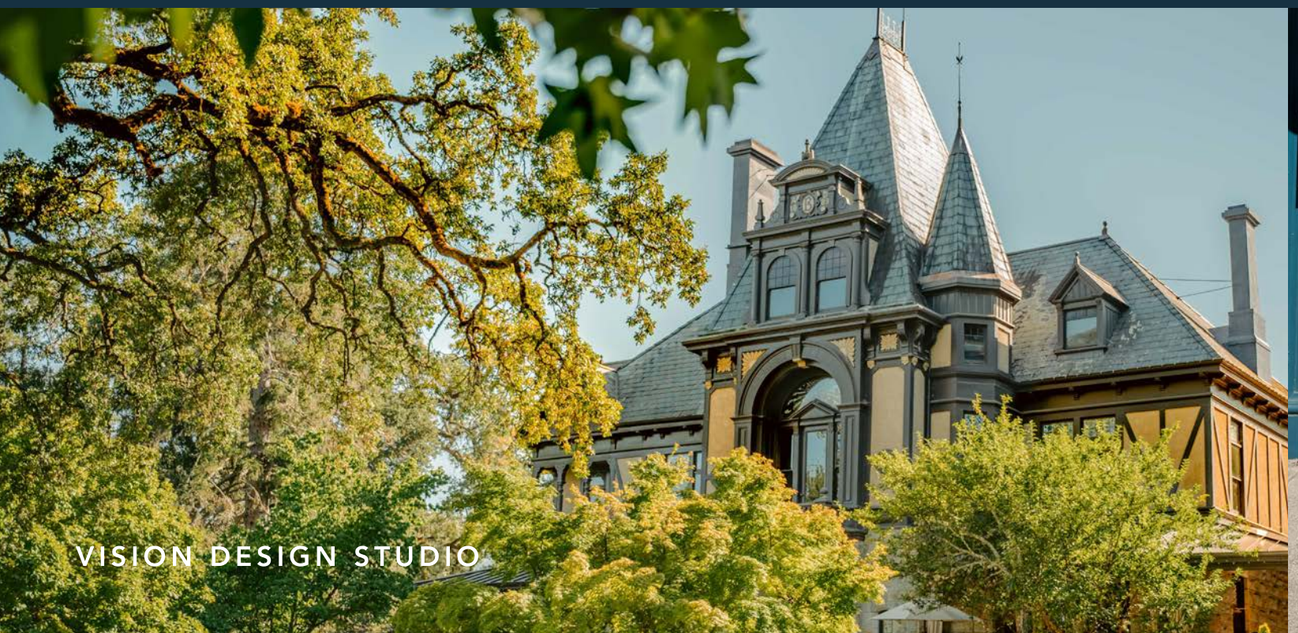
VISIT

St. Helena

EST. 1876

BRAND GUIDELINES

Updated 10.21.26



VISION DESIGN STUDIO



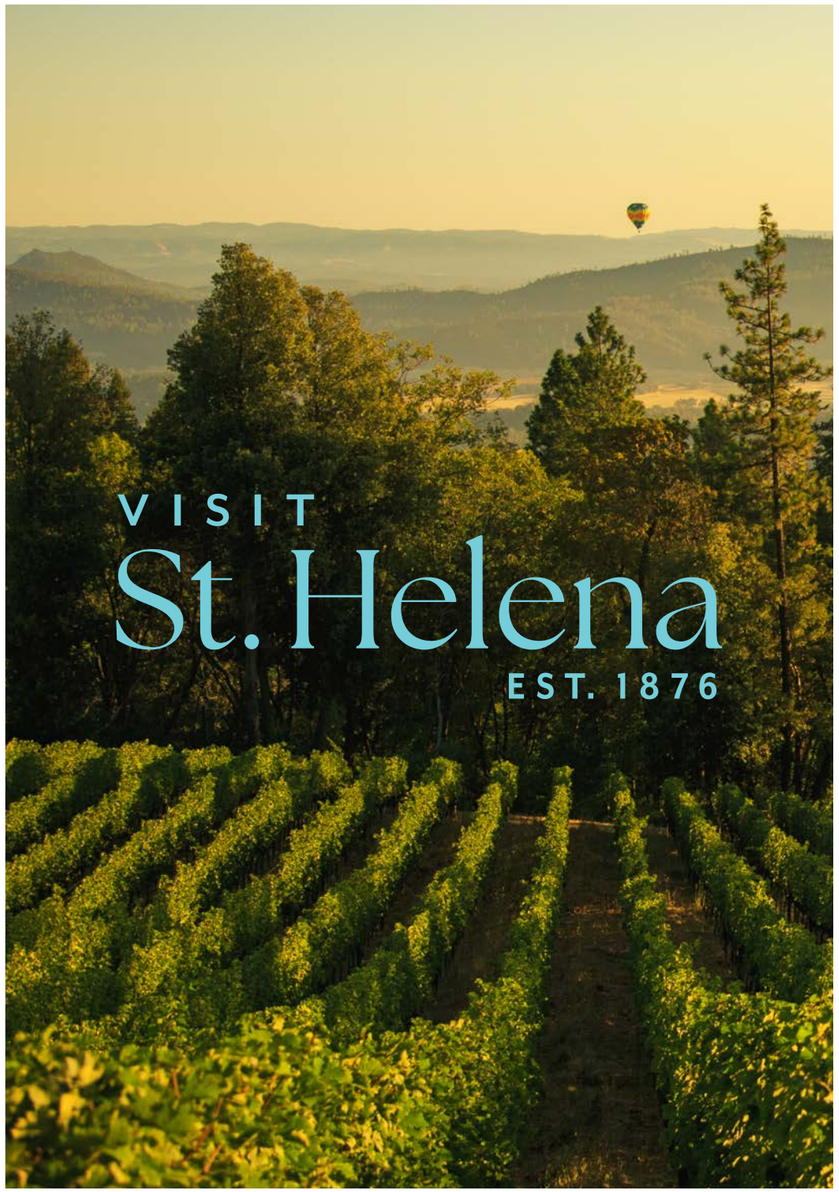


PURPOSE OF THIS GUIDE

These guidelines serve as the foundation for how Visit St. Helena is presented as a destination across all communications, marketing, advertising, partnerships, and visitor experiences.

Its purpose is to ensure consistency in how St. Helena is described, visually represented, and emotionally experienced. By aligning every touchpoint around a shared identity, this guide helps strengthen recognition, deepen visitor connection, and reinforce St. Helena's position as Napa Valley's most historic, vibrant, and elevated destination.

Whether creating a social post, advertising campaign, website page, visitor guide, or media story, this guide ensures that every expression of the brand reflects the spirit of St. Helena.



BRAND STORY

As home to some of Napa Valley's earliest wineries and pioneers, St. Helena represents the true roots of the valley. For more than 150 years, visionaries, vintners, and innovators have shaped a destination where heritage, hospitality, and craftsmanship thrive.

Today, St. Helena stands as Napa Valley's most historic destination—a place where iconic wineries, elevated dining, boutique shopping, and breathtaking natural beauty come together in one unforgettable experience.

Unlike destinations that rely solely on luxury, St. Helena offers something deeper: authenticity. History is woven into every vineyard, storefront, and gathering place. Visitors discover a destination that feels timeless yet energized, refined yet welcoming.

ST. HELENA IS THE NAPA VALLEY ORIGINAL.

A place rich in history, vibrant in spirit, and unmatched in its ability to create meaningful, memorable experiences.

BRAND PERSONALITY/ATTRIBUTES

St. Helena is a luxury destination where history and vitality come together to create a Wine Country experience unlike any other. As the origin of the region's renowned wine legacy, it offers an authentic sense of place rooted in heritage while embracing a vibrant, contemporary spirit.

PEOPLE ARE DRAWN TO ST. HELENA FOR ITS BEAUTY, CHARACTER, AND ATMOSPHERE. IT IS NOT SIMPLY A STOP IN NAPA VALLEY—IT IS A DESTINATION IN ITS OWN RIGHT.

From world-class wineries and exceptional dining to boutique hospitality and a historic shopping district, every experience reflects a refined standard of excellence. Timeless yet ever evolving, St. Helena draws visitors with its natural beauty, rich character, and welcoming atmosphere, making it not just a destination to visit, but one to return to again and again.

WE ARE...

Historic
World-class
Timeless
Inviting
Dynamic
Elevated
Authentic
Creative
Aspirational
Effortless
Memorable
Rich in character
Where Napa Valley began

WE ARE NOT...

Sleepy
Pretentious
Overly formal
Generic
Trend driven
Stuffy
Corporate

VISIT

St. Helena

EST. 1876

VISUAL IDENTITY

LOGO

The logo should always be surrounded by ample clear space to ensure maximum visibility and impact. It should never be compressed, stretched, distorted, or altered in its proportions. Always scale the logo proportionally to maintain its integrity and legibility.

Always be mindful of contrast and maximum legibility when placing the logo.

See next page for the logo with taglines.



DARK

Use on light-colored backgrounds for optimal contrast and legibility.



LIGHT

Use on dark-colored backgrounds where a reversed logo is appropriate.



WHITE

Use on dark or richly colored backgrounds when maximum contrast is needed.



BLACK

Reserved for one-color black printing applications only (e.g., newspapers, black-and-white publications, or other single-color print materials).

PRIMARY

SECONDARY

LOGO WITH TAGLINE

The primary logo and tagline lockup is preferred whenever possible. When a horizontal format is necessary, use the secondary lockup.

Please pay close attention to the tagline's legibility when using the logo at smaller sizes. If the tagline becomes difficult to read, use the logo without the tagline to maintain clarity and brand integrity.

VISUAL IDENTITY

COLOR PALETTE

The Visit St. Helena color palette is inspired by the destination's natural beauty, rich heritage, and refined character. The palette offers a range of hues and values that provide contrast, flexibility, and strong legibility across a variety of applications.

PRIMARY PALETTE

Primary colors should be used most prominently to establish brand recognition and consistency.

PRIMARY DARK	PRIMARY MIDDLE	PRIMARY LIGHT
HEX **#183242**	HEX **#76CED9**	HEX **#BBE4ED**
RGB **24, 50, 66**	RGB **118, 206, 217**	RGB **187, 228, 237**
CMYK **90, 70, 50, 50**	CMYK **50, 0, 15, 0**	CMYK **25, 0, 6, 0**

SECONDARY PALETTE

Secondary colors are intended to complement the primary palette by adding depth, variety, and visual interest in supporting applications, accents, and campaign materials.

HEX **#0D4D3E**	HEX **#A7AF39**	HEX **#DBDA9F**
RGB **13, 77, 62**	RGB **167, 175, 57**	RGB **219, 218, 159**
CMYK **88, 45, 74, 44**	CMYK **40, 20, 100, 0**	CMYK **15, 7, 45, 0**
HEX **#F26445**	HEX **#F89F6D**	HEX **#FDDDCE**
RGB **242, 100, 69**	RGB **248, 159, 109**	RGB **253, 221, 206**
CMYK **0, 76, 77, 0**	CMYK **0, 45, 60, 0**	CMYK **0, 15, 15, 0**

NEUTRAL

Single color black should be used only when color printing is not permitted.

HEX **#231F20**	HEX **#FFFFFF**
RGB **35, 31, 32**	RGB **255, 255, 255**
CMYK **0, 0, 0, 100**	CMYK **0, 0, 0, 0**







TYPOGRAPHY

To maintain consistency across all Visit St. Helena communications, type treatments should be applied thoughtfully and consistently.

All brand fonts are available through Adobe Fonts.

The body copy font family includes a full range of weights and styles—including bold, italic, and bold italic—to support emphasis, readability, and proper typographic conventions.

Headine
The Seasons - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Format headlines in title case or uppercase.

Set tracking to 10 times the font size.
Ex: 30 point font = 300 tracking

HEADLINE
MR EAVES MOD OT - REG
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Format headlines in all uppercase.

Set tracking to 3 times the font size.
Ex: 26 point font = 78 tracking

SUBHEAD
MR EAVES MOD OT - BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Format subheads in all uppercase.

Set tracking to 3 times the font size.
Ex: 18 point font = 54 tracking

Body
Mr Eaves Mod OT - Reg
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Italic
Mr Eaves Mod OT - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Bold
Mr Eaves Mod OT - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Italic
Mr Eaves Mod OT - Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Set body copy tracking to 0 or “Auto” and adjust manually as needed.



ICONOGRAPHY

The visual style of the Visit St. Helena iconography brings St. Helena to life through hand-drawn illustrations that feel creative, artistic, and a little unexpected. The look balances a sense of nostalgia with a fresh point of view, creating a brand that feels rooted in place while still very much of the moment.

Polaroid-inspired imagery brings a nostalgic, playful feel, while the electrolier nods to St. Helena's history and character. Grape vines celebrate St. Helena as the starting point of Napa Valley's celebrated wine story. Paired with "Stay Original," these elements create a modern, distinctive expression of St. Helena.

A NOTE ABOUT TAGLINES

The brand features two complementary taglines: "The Napa Valley Original" is the official tagline, establishing St. Helena's heritage and distinction, while "Stay Original" serves as a creative extension of that message.

PRIMARY TAGLINE: **THE NAPA VALLEY ORIGINAL**

SUPPORTING TAGLINE: **STAY ORIGINAL**

PRIMARY

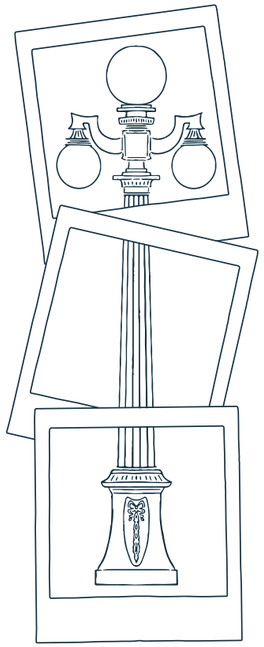


ELECTROLIER + VINE



ELECTROLIER
WRAPPED WITH VINE

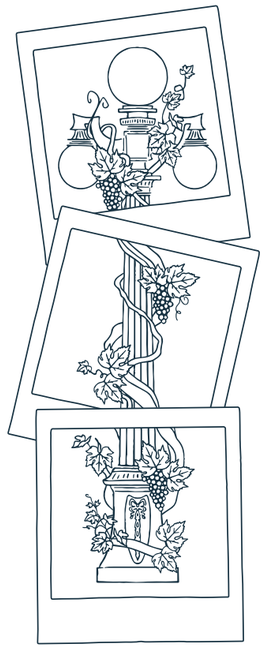
SECONDARY



ELECTROLIER



VINE

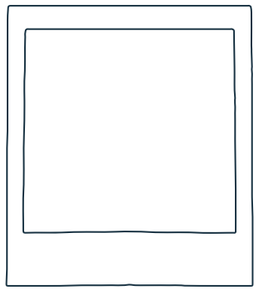


ELECTROLIER
WRAPPED WITH VINE

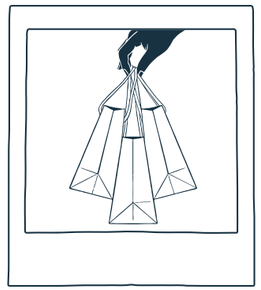
"STACKS" COLLECTION

The icon "stacks" bring together two of St. Helena's most recognizable elements: its rich history and Wine Country identity. Five variations provide flexibility across brand applications.

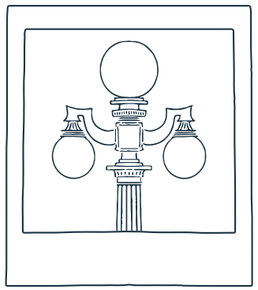
The primary stack features the logo and "Stay Original" tagline for brand recognition, while secondary stacks omit text, allowing them to stand alone as graphic elements or pair with headlines.



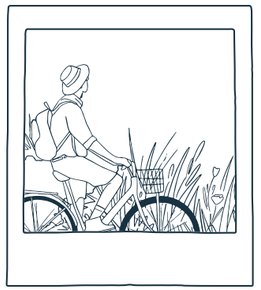
BLANK POLAROID



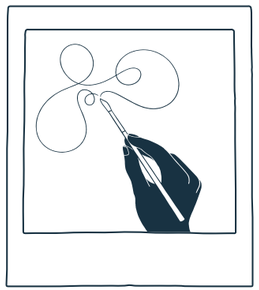
SHOPPING



HISTORY



ADVENTURE & OUTDOORS



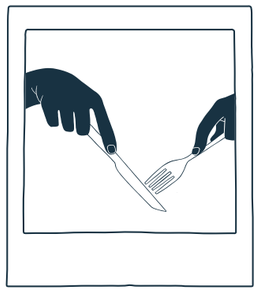
ARTS



COFFEE



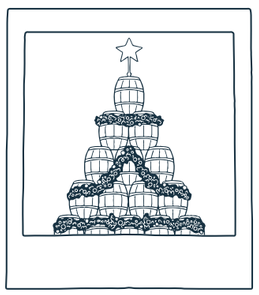
SPA & WELLNESS



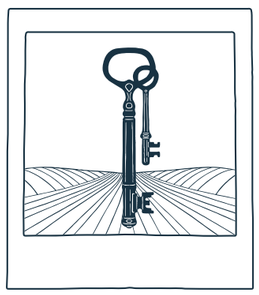
FOOD & DINING



WINE



HOLIDAYS



LODGING

ICON COLLECTION

Individual, single-image Polaroid icons can be used interchangeably across social media, newsletters, the website, and other marketing materials.

Together, they create a cohesive visual library that feels unmistakably St. Helena while offering the flexibility to highlight the destination's diverse experiences.



ILLUSTRATIVE APPLICATIONS

Illustrated elements have been paired with the St. Helena logo and tagline to create distinctive visual expressions of the brand.

Playful treatments of “Stay Original,” a fun twist on the official tagline, add an unexpected, approachable layer to the visual identity.





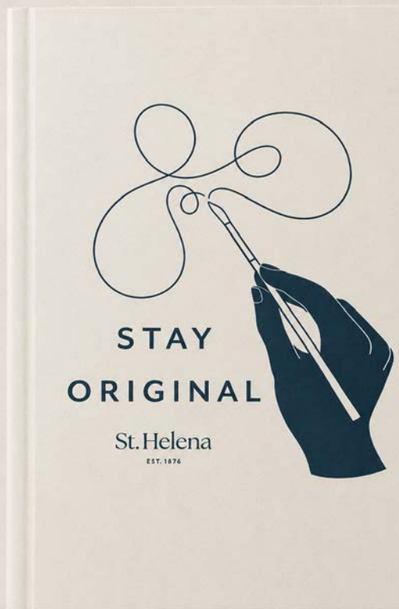








APPLICATION INSPIRATION







THANK YOU.

VISION DESIGN STUDIO