



BRAND GUIDELINES

POSITIONING STATEMENT

To La Quinta with Love from La Quinta:

Here, towering granite mountains are punctuated by glimmering green courses. Our vibrant culture celebrates unmatched culinary and arts scenes. Uniquely crafted treasures fill every boutique, and local events are the proving ground for lifelong memories.

La Quinta is so much more than a place. This is where creators gather. Where champions play. Where mountains are conquered, and where meals are savored.

This campaign boldly embraces what locals already know—La Quinta is the crown gem of the California desert. Written with the tone of a proud resident, coupled with inspiring imagery, and eye-catching colors, readers are challenged to discover more.

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MARKETING LOGO

This is the primary logo for City of La Quinta Tourism and Community Marketing Campaign. Rely on your primary logo before using your secondary logomark. The primary logo should be shown in full color whenever possible, as shown here against the white background, using these two-color combinations (blue and orange or black and orange). It can also be shown in white for dark background depending on the background color, but it should not be used with any other colors.



Logo in Black



Logo in Blue



Logomark



Icon Bug

The Logomark for City of La Quinta should be used when horizontal space is limited — in spaces that are more square or tall. The mark should be shown in full color whenever possible.

SEASONAL LOGO

Some logos are reserved for specific months, as they correspond with specific City of La Quinta events. For instance, the orange Hunger Action Month iteration of the logo is to be used only in the month of September. The fuschia logo is only to be used in October to honor Breast Cancer Awareness.



Hunger Action Month Logo



Breast Cancer Awareness Logo



INCORRECT USAGE

Altering the treatment in any manner reduces the integrity of our style. The treatment should never be manipulated or changed. The following are examples of incorrect applications:



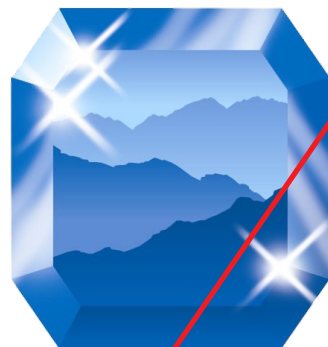
DO NOT use non-Brand Colors



DO NOT stretch or skew the mark



DO NOT add a drop shadow



DO NOT Use old logo



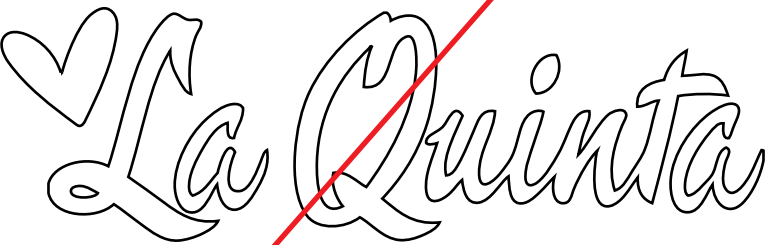
DO NOT rotate the mark



DO NOT place the symbol on top of the mark



DO NOT use the color version of the mark on a black background



DO NOT use the mark with just a stroke

TAGLINE INCORRECT USAGE

Do not use non-brand colors or design treatments to the tagline, as it corresponds to the city logo. Wherever the tagline occurs, it should follow brand guidelines fonts, colors, and treatments. The logo may be used without the tagline at the discretion of City of La Quinta.



GEM OF THE DESERT

CORRECT USAGE



GEM OF THE DESERT

DO NOT
change font of tagline



GEM OF THE DESERT

DO NOT
use non brand colors on tagline



GEM OF THE DESERT

DO NOT
stretch or skew the tagline



GEM OF THE DESERT

DO NOT
add a drop shadow to the tagline

OFFICIAL DOCUMENTS LOGO

La Quinta

— CALIFORNIA —

Out of Market Logo

La Quinta

— GEM *of the* DESERT —

In Market Logo

La Quinta

— CALIFORNIA —

Out of Market Logo in Blue

La Quinta

— GEM *of the* DESERT —

In Market Logo in Blue

La Quinta

Script Only

INCORRECT USAGE

Altering the treatment in any manner reduces the integrity of our style. The treatment should never be manipulated or changed. The following are examples of incorrect applications:



COLOR PALETTE



CMYK | 100 86 15 3
RGB | 26 66 138
HEX | #1a428a
PANTONE | 7687C



CMYK | 81 59 7 0
RGB | 65 107 169
HEX | #416ba9
PANTONE | 7683C



CMYK | 9 71 97 1
RGB | 223 106 46
HEX | #df6a2e
PANTONE | 7587C



CMYK | 55 16 0 0
RGB | 101 178 232
HEX | #65b2e8
PANTONE | 292C



CMYK | 75 37 89 27
RGB | 64 104 60
HEX | #40683c
PANTONE | 7743C



CMYK | 12 100 30 0
RGB | 214 0 109
HEX | #d6006d
PANTONE | 226C



CMYK | 3 3 98 0
RGB | 225 232 0
HEX | #fe800
PANTONE | 803C

MELTOW SAN 300

Primary Typeface

Arial - Regular

Arial - Italic

Arial - Bold

Arial - Black

Secondary Typeface

SOMETIMES,
ALL THAT
GLITTERS
IS GOLD

We aren't the gem of the
desert for nothing.

OFFICIAL DOCUMENT FONTS

LT Asus

Primary Typeface

Font applications include print advertisements, rack cards, brochures, etc.

LT Asus - Light

LT Asus - Regular

LT Asus - Bold

LT Asus - Heavy

Arial

Secondary Typeface

For City of La Quinta internal documents, forms and general correspondence, Arial typeface has been selected for its simplicity and legibility for large amounts of body copy. It offers four styles.

Arial - Regular

Arial - Italic

Arial - Bold

Arial - Black

BRAND PILLARS



VISUALLY BEAUTIFUL

Surrounded by some of the country's most beautiful natural landscapes, built amidst historic and striking architecture, and run by community-minded people, La Quinta is a destination that is defined by its beauty — both inside and out.



HEALTH & WELLNESS

La Quinta is a place to escape the hustle and bustle of everyday life. Here, folks can unplug, and experience wild wonders, as well as a legacy of luxury. With countless breathtaking trails, community parks, and spa retreats, it's really no wonder La Quinta is called the gem of the desert.



VIBRANT & SAFE COMMUNITY

Folks will tell you there's something different about La Quinta — something special. Spend enough time here, and you'll see why. It's the people. Around here, people care and uplift one another. La Quinta is a community dedicated to supporting the safety and prosperity of all.



CULTURAL DIVERSITY

In La Quinta, we are committed to making meaningful connections — we celebrate our differences and promote safe and inclusive messaging and imagery.



HIGH QUALITY AESTHETICS

Whether it's our local art, or our historic buildings, or striking mountainscapes, La Quinta shines bright. Visual representations of the community strive to always match the quality of the city itself.

CREATIVE MESSAGING

VOICE: La Quinta's voice is genuine and bold with a touch of playfulness, while also remaining informative, knowledgeable and passionate about the community and its attractions.

TO NE: La Quinta is home to exceptional attractions — from the surrounding Santa Rosa Mountains to world-class art, fine dining, and more. Locals are proud of this community, and rightfully so. The tone of La Quinta is one of sincerity, community, and approachability. Playful confidence shines throughout the copy — building a familiar cadence throughout the brand pillars. Folks speak with pride when they speak of La Quinta, and that's translated here.

TAGLINE EXAMPLES:

OUTDOORS

- 15 COMMUNITY PARKS? NO WONDER WE'RE KNOWN AS THE GEM OF THE DESERT.
- AROUND HERE, THERE'S NEVER A DULL MOMENT.
- THE BEST HIKING IN THE WEST? THAT'S HERE OF COURSE.

GOLF

- OVER 100 COURSES? NO WONDER WE'RE KNOWN AS THE GEM OF THE DESERT.
- THEY DON'T CALL US THE GOLF CAPITAL OF THE WORLD FOR NOTHING.

CULINARY

- AROUND HERE, WE SAVOR GREAT FOOD.
- AROUND HERE, FINE FOOD IS A PART OF LIFE.
- AROUND HERE, POOLSIDE BITES ARE A WAY OF LIFE.
- DELICIOUS DINING AROUND EVERY CORNER? NO WONDER WE'RE KNOWN AS THE GEM OF THE DESERT.

CULTURE

- HOME OF 200+ ARTISTS? NO WONDER THEY CALL US THE GEM OF THE DESERT.
- AROUND HERE, HANDS ON ART IS OUR WAY OF LIFE.
- AN EXQUISITE MOSAIC OF ART AND CULTURE? THAT'S US OF COURSE.

WELLNESS

- AROUND HERE, WE TAKE TIME TO NOURISH.
- AROUND HERE, WE FIND BALANCE.
- COUNTLESS BREATHTAKING TRAILS? NO WONDER WE'RE KNOWN AS THE GEM OF THE DESERT.

PHOTOGRAPHY

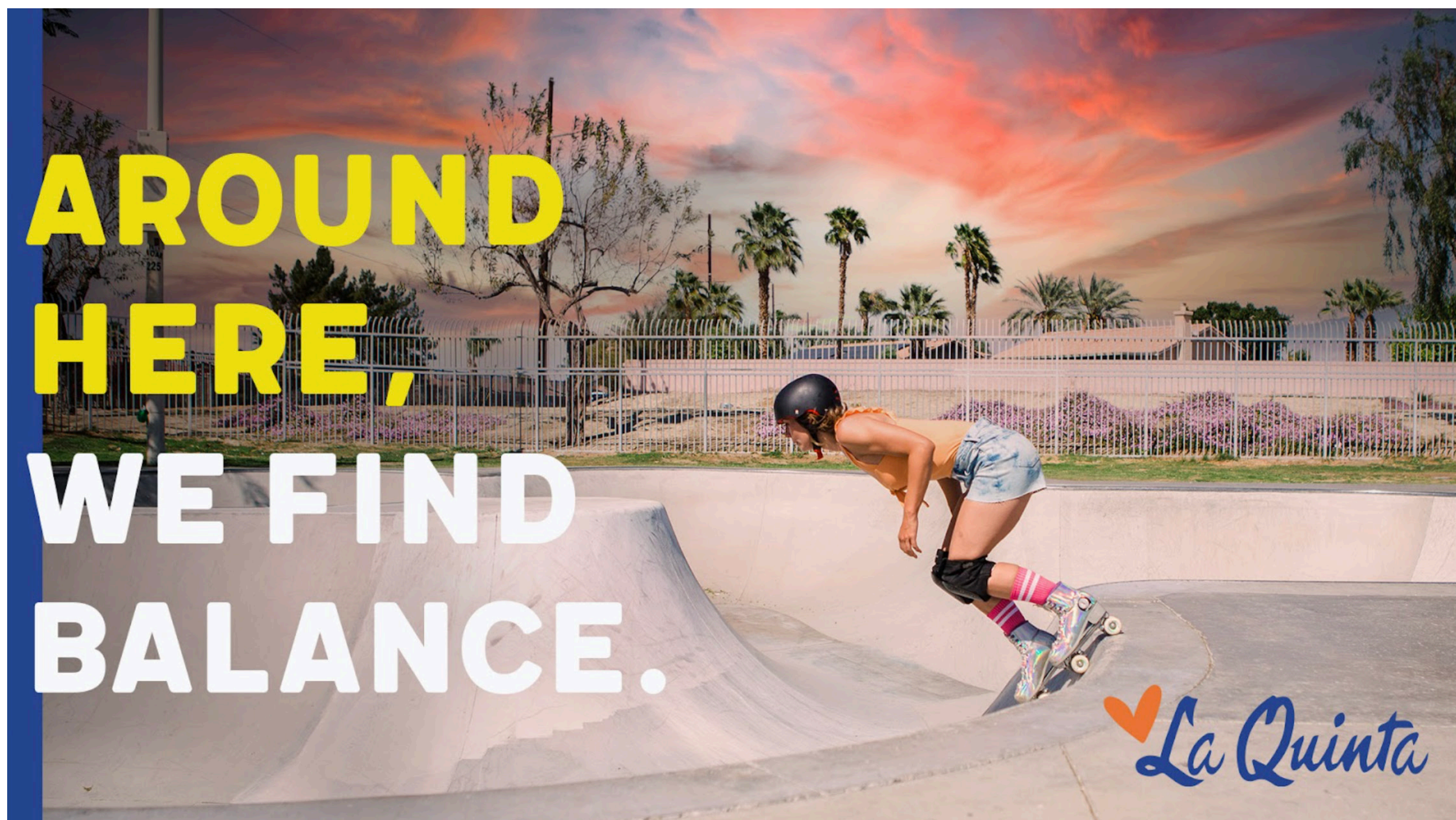
La Quinta is a colorful and vibrant community, and so too is the imagery that represents it. Photography of our destination speaks to inclusivity, active lifestyles, and clean living. Photos are clear and colorful, with models representing all walks of life.



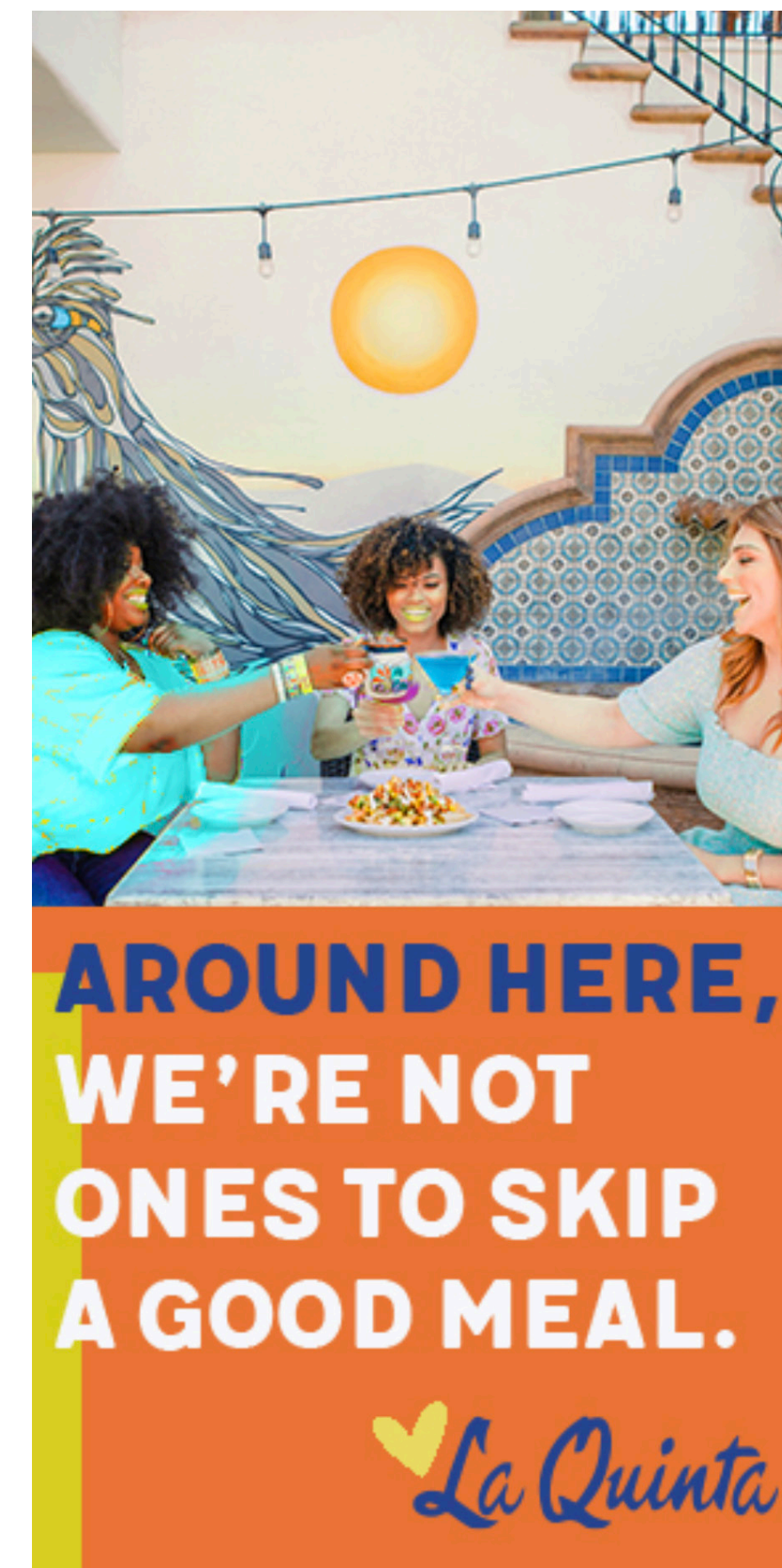
La Quinta, California

Other

SOCIAL CREATIVE EXAMPLES



La Quinta, California



Other

PRINT CREATIVE EXAMPLES

**AROUND
HERE,
THERE'S
NEVER
A DULL
MOMENT.**

La Quinta

Countless breathtaking trails? A world-renowned mountain biking scene? 15 community parks? 300 sunny days a year? No wonder we're known as the GEM OF THE DESERT. [▶ playinlaquinta.com](https://playinlaquinta.com)

**WANT YOUR
BUSINESS TO THRIVE?
SO DO WE.**

La Quinta
PLAYINLAQUINTA.COM

QR Code

Around here, your success is our first priority. Find out how your business benefits with La Quinta's world-class, concierge services.

**AROUND
HERE,
WE FIND
BALANCE.**

La Quinta
PLAYINLAQUINTA.COM

La Quinta, California

Other

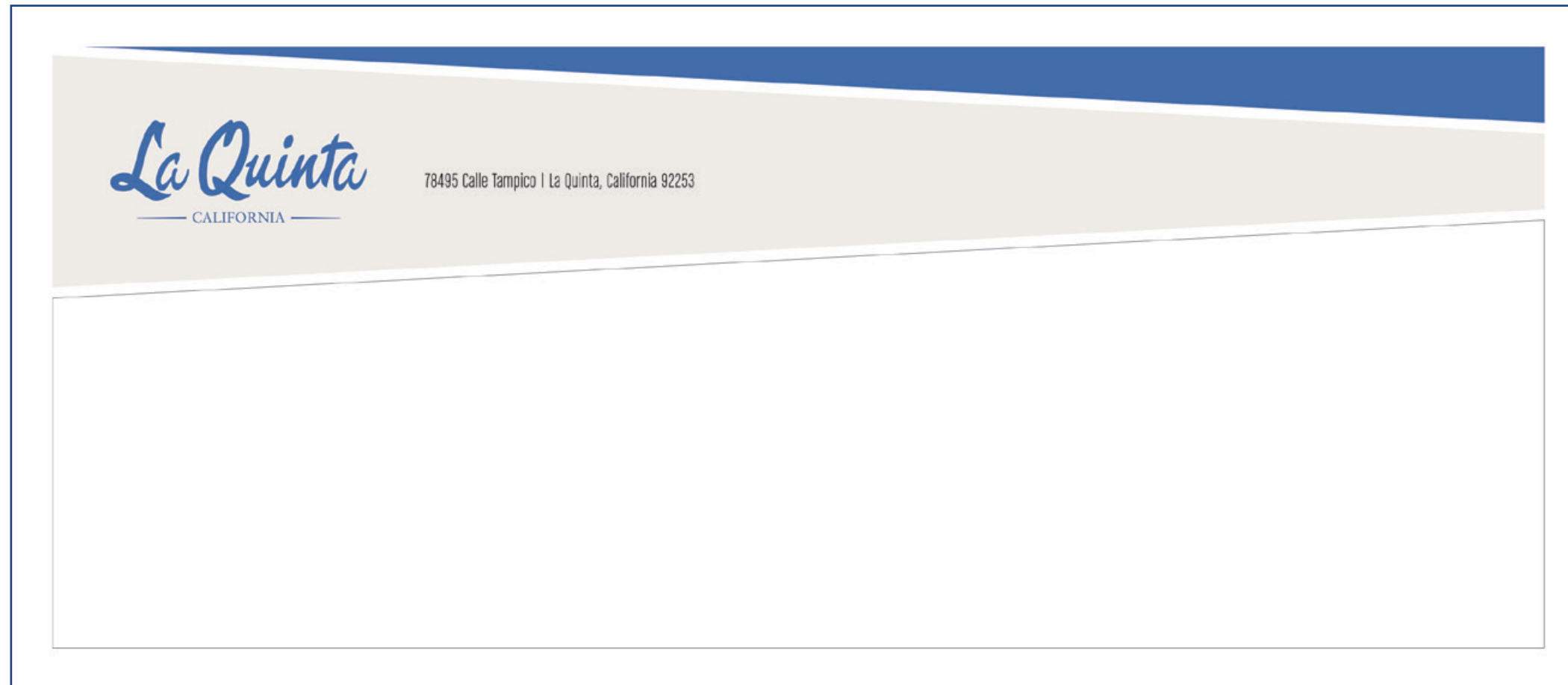
OUT-OF-HOME CREATIVE EXAMPLES



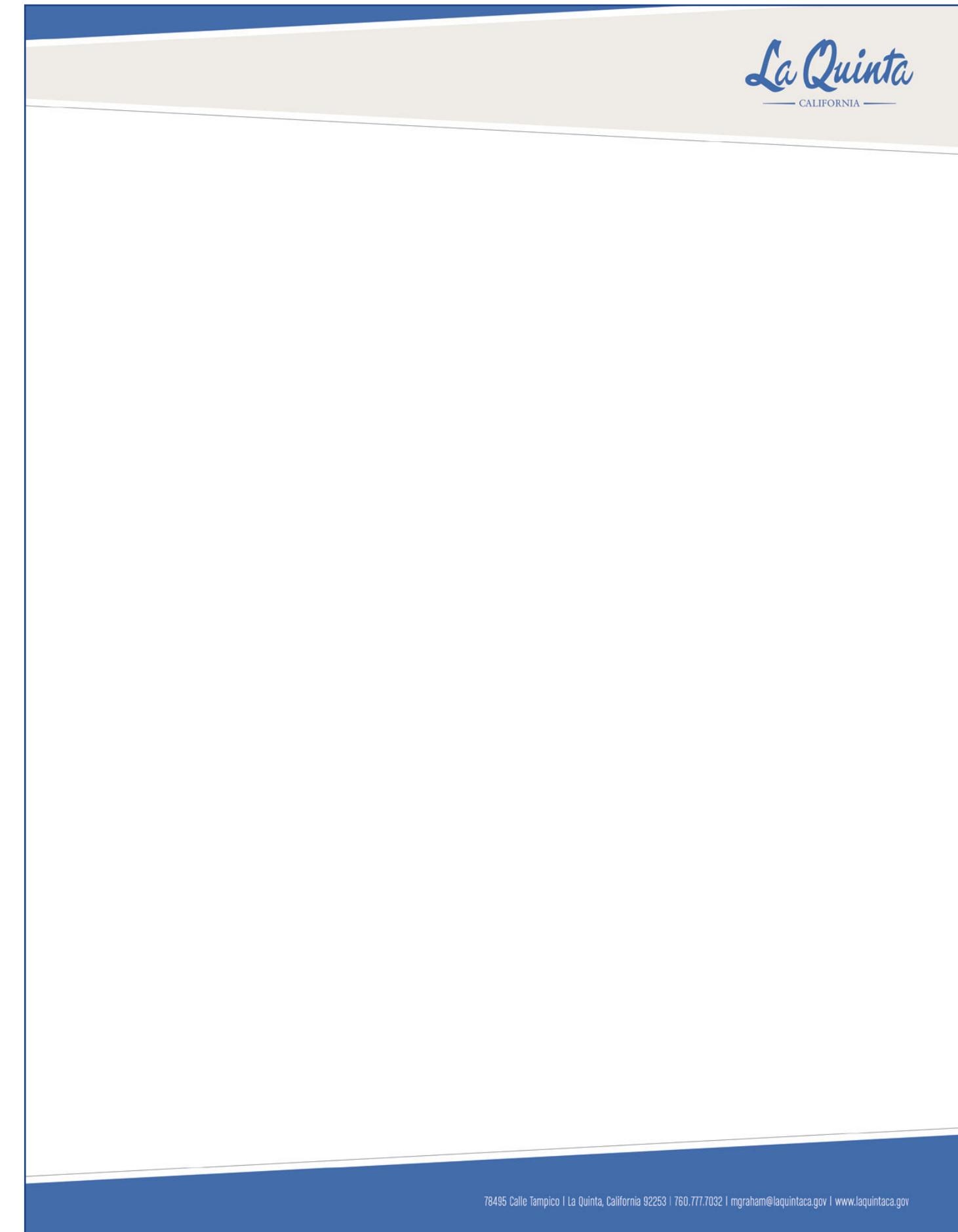
La Quinta, California

Other

LOGO ENVIRONMENTS



Letter head



Full page letter head

LOGO ENVIRONMENTS



Business Card creative example



Email Signature creative example

For more information or guidance please email: Marcie Graham, Marketing Manager at mgraham@laquintaca.gov

