



Visit Los Osos/Baywood
(Los Osos/Baywood Park/uninc. Morro Bay Local Fund Advisory Board)

Meeting Agenda
Tuesday, April 24, 2018
9:00 a.m. – 10:30 a.m.
Location: Sea Pines Golf Resort

- 1. Call to Order**
- 2. Public Comment(s)** *(Please limit to 3 minutes)*
- 3. Consent Items**
 - a. Approval of 3/27/18 Minutes
- 4. CBID Update**
 - a. Local Fund Stat Summary
 - b. TOT Report by Area/Lodging Type
- 5. Financials**
- 6. Committee Reports**
 - a. Events and Marketing
 - i. Marketing Subcommittee/SOLVE update
 - b. Beautification and Outreach
 - c. STP Liaison
 - d. CCSPA
- 7. Action Items/New Business**
 - a. Discussion and Vote for Approval – 2018-2019 Fiscal Year Budget discussion
 - b. Discussion and Vote for Approval – Contingency Fund for SOLVE
 - c. Discussion – Loop Map revisions
- 8. Future Agenda Items**
 - a. Discussion and Vote for Approval – 2018-2019 Fiscal Year Budget
 - b. Discussion and Vote for Approval – 2018-2019 SOLVE Proposal
 - c. Discussion and Vote for Approval – Loop Map Reprint
- 9. Closing Comments**
- 10. Next Visit Los Osos/Baywood Meeting**

Date: Tuesday, May 27, 2018
Time: 9:00 a.m. – 10:30 a.m.
Location: Sea Pines Golf Resort
- 11. Adjournment**

It is the vision of Visit Los Osos/Baywood to create opportunities to attract more lodging stays and out of area visitors who will appreciate and care for our Los Osos/Baywood community, our culture, our environment, and our history.

Visit Los Osos/Baywood
(Los Osos, Baywood Park, uninc. Morro Bay
Local Fund Advisory Board)

Draft Meeting Minutes
March 27, 2018 – Sea Pines Golf Resort, Los Osos

Board Members Present:

Denise Robson, Vacation Rental Owner
Gary Setting, Sea Pines Golf Resort (Chair)
Steve Vinson, LOBP Chamber of Commerce
Jamie Wallace, Cal Poly

Others Present:

Judith Cohen, SOLVE
Danielle Dubow, SOLVE
Brent Haugen, CCSPA
Katie Sturtevant, Stewardship Travel Program

Absent: Alex Benson, Baywood Inn (excused), Bill Lee, Back Bay Inn (excused), and Pandora Nash-Karner, Vacation Rental Owner (excused)
CBID: Cheryl Cuming, CAO

-
1. **Call to Order:** By Chair Gary Setting at 9:05 a.m.
 2. **Public Comment:**
 - a. The next meeting date was incorrectly listed on the Agenda; VLOB will next meet on April 24th.
 3. **Consent Items**
 - a. Approval of 2/27/18 Minutes: Jamie Wallace made a motion to approve the Minutes of the February 27, 2018 meeting as written with no additions or corrections. Steve Vinson seconded the motion; motion carried.
 4. **Presentation**
 - a. 2018 Wild and Scenic Film Festival: The CCSPA held a successful event in 2017 with 300 participants at 3 locations. The festival will run from September 27th through September 29th in 2018 and planning has started earlier for better promotion. A family component is being incorporated in Los Osos on Saturday morning and afternoon to include activities and kid-friendly film showings. Brent created and presented a customized proposal for Visit Los Osos/Baywood, which creates a sponsoring partnership relationship. The amount of funding requested is \$5,000 and includes the VLOB logo on all marketing materials, 20 admission tickets, 30 guest passes to Natural History Museum, and more. The event serves as a great platform for promotion of the Stewardship Travel program. Brent would love to promote any lodging packages offered to increase and drive overnight stays for the event. He believes the draw to stay in Los Osos would be the family-friendly component and because it will be on Saturday. Brent also mentioned that last year's showing in Los Osos was the largest in regards to attendance, with about 140 attending.
 5. **CBID Update**
 - a. Local Fund Stat Summary: An 8-page draft of the Strategic Marketing Framework will be presented at tomorrow's CBID meeting with potential rollout presentation to the LFAs on April 25th. Participation from local fund members is encouraged.
 - b. The next CBID board meeting is scheduled for Wednesday, March 28th at 12:00 p.m. at the Apple Farm.
 6. **Financials**
 - a. The total contribution through January was 3.05%. Further details will be discussed in Action Items.
 7. **Committee Reports**
 - a. Events and Marketing
 - i. Events: No report at this time.
 - ii. Marketing Subcommittee/SOLVE update: The logo has been completed and approved and was presented to the board with the color palette. A review of the website is currently taking place and Jamie encouraged each board member to take some time to review as well and provide feedback. SOLVE and Sue-Wallis Williams were thanked by Jamie for going above and beyond.

Content is still needed. Social media numbers are slowly increasing each month, but no statistics are available for website views and clicks. A new series of ads are being created including the "Wildly" concept, with some already being used on Facebook. An e-mail blast is scheduled to go out in April. A June photo contest is being aimed for, with the exact messaging to be determined; however, a prize has not been decided on.

- b. **Beautification and Outreach:** Celebrate Los Osos was successful in getting a Coastal Development Permit waiver from the Coastal Commission for the viewing machine at Sweet Springs Nature Preserve and the BIG grant application has been submitted to the County. The Red Barn is being painted in April and volunteers will be needed for 3-4 hour shifts.
- c. **STP Liaison**
 - i. **Stewardship Travel Update – Katie Sturtevant:** The program has been a great benefit for the CBID and continues to move forward. The Coastal Discovery and Stewardship Celebration was a huge success this year, with 4,000 attendees to the Hearst Castle film showing (compared to 150 in 2017). While tracking of the attendees is difficult to do, it was felt that the locals represented a large majority due to inadvertent local promotion. Hearst Castle tours were driven up in the months of January and February as a likely result. Katie is happy to help brainstorm to create lodging packages for future Celebrations. Wildlife Viewing and Stewardship Tips are available if needed; Katie will provide a digital version to SOLVE. Katie provided a packet which included Press Releases, a feature in the Pasadena Independent on the Whale Trail, and additional information. The Kind Traveler partnership has gone really well, with 72,000 names being provided to the CBID for a \$6,000 investment, and another promotion to come. Katie is working on a Heritage and History Trail along the Highway 1 Discovery Route with featured points of interest; however, no timeline is available at this time.
- d. **CCSPA:** Update previously provided from Brent Haugen.

8. New Business

- a. **Discussion and Vote for Approval – 2018 Wild & Scenic Film Festival, Brent Haugen:** The concept is great, but the reach to visitors and conversion to overnight stays is missed. September is often a busy time for lodging properties. The budget will not allow for a sponsorship of \$5,000, but it is felt that some sort of support should be offered. While a partnership is desired, monetary support of this specific event may not be available. It was suggested that Visit Los Osos/Baywood offer support by sending an e-mail blast to its subscribers on behalf of the CCSPA, to promote the event. CCSPA would need to create a template with their content and VLOB will send to their e-mail database, which should serve as an incredible marketing resource. Future discussion will take place in regards to VLOB becoming a corporate sponsor and in what ways VLOB can help drive people to CCSPA in the future.
- b. **Discussion and Vote for Approval – Reallocation of budget to fund Administrative Expenses:** Administrative expenses are currently under-budgeted by about \$2,000 and the marketing budget is over-budget by about \$5,000. It was suggested that the Administrative Expenses category be changed from a percentage to a flat figure. Gary Setting made a motion to realign Administrative Expenses from 10% of the overall operating budget to \$4,500 per fiscal year. Jamie Wallace seconded the motion; motion carried.
- c. **Discussion and Vote for Approval – Reassignment of website updates:** Paul Irving recommended that his website updating responsibilities be relinquished to SOLVE/Sue Wallis-Williams as of April 1st. Jamie Wallace made a motion to reassign the website updating services from Paul Irving to SOLVE at a rate of \$100/month through the end of the current fiscal year (June 2018). Steve Vinson seconded the motion; motion carried. A proposal for Website/Content services was included at an amount of \$350 per project and would include a complete content review and refresh update, and optimizing of keywords for Search Engine Optimization. Jamie Wallace made a motion to approve \$350 for content updates to SOLVE. Steve Vinson seconded the motion; motion carried. Cheryl suggested that a contingency fund be created and approved for SOLVE to eliminate paperwork and the requiring of motions for updates and services such as these in the future.

- d. Discussion and Vote for Approval – Squarespace plan upgrade: Not discussed due to time constraints.
- e. Discussion and Vote for Approval – FAM Trip (No Back Home Travel): The Los Osos/Baywood Rural Road Trip promotion gained the interest of a recognized influencer with a substantial social media following. A level of funding would need to be approved for her stay, although she would select her accommodations. A guide is not needed; however, the logistics of her visit would need to be set up and a board member should meet with her once. Cheryl mentioned that travel expenses could possibly be a shared expense with Santa Maria. Jamie Wallace made a motion to approve \$1,000 for the FAM trip, with Melissa coordinating the visit with Jamie and Cheryl's assistance. Steve Vinson seconded the motion; motion carried. Jamie volunteered to meet with Karilyn during her stay. She was interested in coming in April, but Melissa will reach out and see if the fall will work with her schedule. A fall stay could help benefit promotion for the shoulder season.
- f. CAO Performance Appraisal: Completed.

9. Future Agenda Items

- a. Discussion – 2018-2019 fiscal year budget (May)
- b. Discussion and Vote for Approval – Loop Map changes and re-print expense
- c. Discussion and Vote for Approval – Contingency Fund for SOLVE

10. Closing Comments:

- a. It was requested that a future discussion regarding redesigning of the tote bags occur when the current inventory gets low.
- b. There is a current lack of attending board members and their presence is needed to contribute their thoughts and ideas, as well as help make decisions. It was requested that the members be asked to send representatives in their place if they are not able to fulfill their board requirement.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, April 24th

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

12. Adjournment

Adjourned at 10:59 a.m. (Jamie, Steve)



Local Fund Summary – April 2018

Prior Month Website & Social Media Activity

| Website Traffic |
|--|
| Sessions: 16,880 (545/day) Unique visitors/Users: 15,333 Y/Y: -35.86% sessions -28.8% UV |

| Social Media & E-blast |
|---|
| E-mail: 101,190 15.1% Facebook: 89,178 Impressions: 670,900 Video Views: 127,000 Instagram: 15,434 (+1.8%) Engagements: 4,084 YouTube Views: 822 Monthly Minutes: 1,030 Lifetime Views: 492,544 |

| Destination Pages |
|---|
| Destination/Lodging Page Views: RP: 980/48 SS: 141/37 Cam: 54/28 Cay: 69/55 LO: 206/29 AB: 9,279/720 Nip: 133/13 Oceano: 47/4 EV: 139/63 AGV: 82/77 |

| Other Stats |
|--|
| Average session duration is up 9.25% over prior year and bounce rate is down 9.11% for the same period |

TOT/Assessment

| TOT Monthly Activity by Area February 2017 /2018 | | | |
|---|-----------|-----------|--------|
| | Feb 18 | Diff | Y/Y |
| Avila | \$101,025 | +\$22,880 | +29.3% |
| Edna/AG | \$4,914 | -\$7,677 | -61.0% |
| Cambria | \$238,180 | +\$16,421 | +7.4% |
| Cayucos | \$52,350 | -\$8,471 | +19.3% |
| Los Osos | \$8,911 | -\$7,080 | -44.3% |
| Oc/Ni | \$8,272 | +\$264 | +3.3% |
| SS/RP | \$66,951 | -\$2,464 | -3.6% |
| CBID | \$480,603 | +\$30,819 | +6.9% |

Local Fund Area (LFA) news & info

- 2018 LFA Approved Applications**
- Cayucos:**
- \$2,500 partnership for 2 Whale Tail benches
- San Simeon:**
- \$125,000 annual marketing program with Solterra Strategies
 - \$21,295 Tour group tradeshow and sales mission
 - \$4,950 Scarecrow Festival sponsorship
- Edna & AG Valleys:**
- \$1,200 SLO Chamber Visitors Guide ad

CBID Presentations & Info

Feb/Mar/April: CBID focused on Strategic Marketing immersion and development for framework

We encourage your attendance to CBID Board meetings on 4th Wednesday (except Nov & Dec) starting at 12pm at the Apple Farm:

April 25, 2018

Strategic Marketing Framework presentation and input session on April 25 from 2p – 4p at Cambria Pines Lodge

May 23, 2018

Highway 1 Closure info: www.SLOCAL.com/highway-one
www.VisitCalifornia.com/highway1

Tools & Promotions

Retargeting Co-op with SLO CAL
CBID invested \$20,000 and SLO CAL matched for \$40,000 Spring promo (launched 3/20) targeted at LA and SF using 3 current SLO CAL personas, and delivered through a native in-stream estimated 2.7 million monthly impressions.

CBID attending U.S. Travel Association’s ESTO conference in August in Phoenix, AZ.

CBID Key Milestones/Partner Info

Reminder: **SLO CAL Tourism Exchange** will be held on May 8th from 11am – 4:30pm (reception to follow) at the Embassy Suites. Complete agenda and link to RSVP coming soon.

We are here to help: email Admin@SLOcountyBID.com

Member Portal: www.Highway1DiscoveryRoute.com/member/

| | TOT Reported | | | | | | | | | | | | |
|------------------------------|--------------|-----------|-----------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| Fiscal Year 17/18 | 7/31/2017 | 8/31/2017 | 9/30/2017 | 10/31/2017 | 11/30/2017 | 12/31/2017 | 1/31/2018 | 2/28/2018 | 3/31/2018 | 4/30/2018 | 5/31/2018 | 6/30/2018 | TOTAL |
| AB - Avila Beach | 212554.19 | 167213.25 | 142781.91 | 130704.47 | 113416.73 | 111686.74 | 84979.24 | | | | | | 963336.53 |
| AG - Arroyo Grande (rural) | 9412.34 | 7319.5 | 6397.2 | 4804.69 | 3218.12 | 3158.38 | 2179.99 | | | | | | 36490.22 |
| CA - Cambria | 454957.94 | 381874.45 | 321296.12 | 311916.47 | 253492.12 | 295345.57 | 182484.34 | | | | | | 2201367.01 |
| CY - Cayucos | 164104.07 | 130852.88 | 90321.12 | 77484.79 | 70946.98 | 56893.05 | 53821.44 | | | | | | 644424.33 |
| LO - Los Osos | 31044.59 | 29945.52 | 24685.37 | 22321.09 | 17161.71 | 18448.11 | 11729.15 | | | | | | 155335.54 |
| NI - Nipomo | 1463.35 | 991.46 | 2544.84 | 1972.9 | 1688.06 | 1234.61 | 808.34 | | | | | | 10703.56 |
| OC - Oceano | 25768.34 | 19109.5 | 10336.4 | 10720.47 | 8273.83 | 7631.21 | 4568.71 | | | | | | 86408.46 |
| SL - San Luis Obispo (rural) | 13740.91 | 13016.14 | 10272.73 | 13634.58 | 6912.53 | 5266.81 | 3761.81 | | | | | | 66605.51 |
| SS - San Simeon | 226715.66 | 184591.02 | 156102.2 | 125456.33 | 87592.37 | 109337.65 | 59930.76 | | | | | | 949725.99 |
| Total | 1139761.39 | 934913.72 | 764737.89 | 699015.79 | 562702.45 | 609002.13 | 404263.78 | | | | | | 5114397.15 |

| | TOT Reported | | | | | | | | | | | | |
|-------------------|--------------|-----------|-----------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| Fiscal Year 17/18 | 7/31/2017 | 8/31/2017 | 9/30/2017 | 10/31/2017 | 11/30/2017 | 12/31/2017 | 1/31/2018 | 2/28/2018 | 3/31/2018 | 4/30/2018 | 5/31/2018 | 6/30/2018 | TOTAL |
| Bed & Breakfast | 28662.09 | 24313.75 | 21857.64 | 19603.42 | 15315.42 | 16153.39 | 11941.96 | | | | | | 137847.67 |
| Home Stay | 1846.04 | 1849.93 | 1545.26 | 650.79 | 360 | 72.81 | 321.03 | | | | | | 6645.86 |
| Hotel/Motel | 862858.31 | 724953.25 | 606021.31 | 552082.58 | 434795.12 | 494390.74 | 323859.03 | | | | | | 3998960.34 |
| Vacation Rental | 246394.95 | 183796.79 | 135313.68 | 126778.1 | 112447.55 | 98412.19 | 68141.76 | | | | | | 971285.02 |
| TOTAL | 1139761.39 | 934913.72 | 764737.89 | 699114.89 | 562918.09 | 609029.13 | 404263.78 | | | | | | 5114738.89 |

SLOCTBID
Profit & Loss for Local Fund - Los Osos/Morro Bay
 July 2017 through February 2018

| | Jul 17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | TOTAL |
|---------------------------------|-----------------|-----------------|-----------------|-----------------|------------------|-----------------|------------------|------------------|------------------|
| Income | | | | | | | | | 2.96% |
| BID Assessment Collection | | | | | | | | | |
| Local Fund | 2,979.74 | 3,838.21 | 3,009.96 | 2,011.43 | 3,550.65 | 1,820.34 | 2,116.30 | 990.08 | 20,316.71 |
| Total BID Assessment Collection | <u>2,979.74</u> | <u>3,838.21</u> | <u>3,009.96</u> | <u>2,011.43</u> | <u>3,550.65</u> | <u>1,820.34</u> | <u>2,116.30</u> | <u>990.08</u> | <u>20,316.71</u> |
| Total Income | 2,979.74 | 3,838.21 | 3,009.96 | 2,011.43 | 3,550.65 | 1,820.34 | 2,116.30 | 990.08 | 20,316.71 |
| Gross Profit | 2,979.74 | 3,838.21 | 3,009.96 | 2,011.43 | 3,550.65 | 1,820.34 | 2,116.30 | 990.08 | 20,316.71 |
| Expense | | | | | | | | | |
| Administration | | | | | | | | | |
| Administrator - General Fund | 186.84 | 180.37 | 177.25 | 125.99 | 253.60 | 170.15 | 210.22 | 116.47 | 1,420.89 |
| Administrator - Local Fund | 575.00 | 0.00 | 0.00 | 500.00 | 0.00 | 0.00 | 0.00 | 506.25 | 1,581.25 |
| District Administration Fees | 59.59 | 76.78 | 60.21 | 40.23 | 74.39 | 38.39 | 44.85 | 22.27 | 416.71 |
| Supplies | 45.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 45.00 |
| Total Administration | <u>866.43</u> | <u>257.15</u> | <u>237.46</u> | <u>666.22</u> | <u>327.99</u> | <u>208.54</u> | <u>255.07</u> | <u>644.99</u> | <u>3,463.85</u> |
| Marketing/Advertising | 0.00 | 0.00 | 0.00 | 0.00 | 2,375.00 | 0.00 | 6,024.25 | 5,108.39 | 13,507.65 |
| Memberships/Sponsorships | | | | | | | | | |
| Memberships Chamber | 100.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 100.00 |
| Total Memberships | <u>100.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>100.00</u> |
| Total Memberships/Sponsorships | 100.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 100.00 |
| Project Management | 1,000.00 | 0.00 | 1,000.00 | 1,000.00 | 1,000.00 | 0.00 | 0.00 | 0.00 | 4,000.00 |
| Tourism Infrastructure | 0.00 | 0.00 | 0.00 | 0.00 | 2,648.00 | 0.00 | 0.00 | 0.00 | 2,648.00 |
| Total Expense | <u>1,966.43</u> | <u>257.15</u> | <u>1,237.46</u> | <u>1,666.22</u> | <u>6,350.99</u> | <u>208.54</u> | <u>6,279.33</u> | <u>5,753.38</u> | <u>17,966.12</u> |
| Net Income | <u>1,013.31</u> | <u>3,581.06</u> | <u>1,772.50</u> | <u>345.21</u> | <u>-2,800.34</u> | <u>1,611.80</u> | <u>-4,163.03</u> | <u>-4,763.30</u> | <u>-3,402.79</u> |

Carry forward

\$ 22,912.47

VISIT LOS OSOS / BAYWOOD / UNINCORPORATED MORRO BAY

MARKETING REPORT

REPORT PERIOD: March 1 – 31, 2018

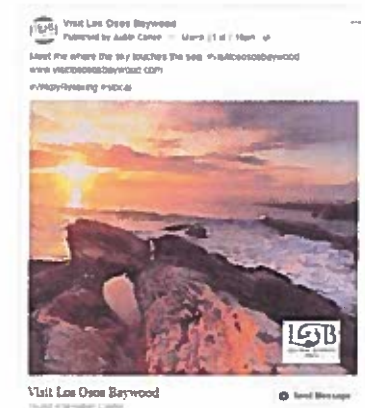
PROGRAM SERVICES AND MARKETING SUMMARY

- **Goals:** Creating brand awareness, communiity engagement, traffic and market growth for VLOB lodging, restaurants and other businesses within the region of Los Osos and Baywood Park.
- **Services and Deliverables:** SOLVE designs and executes consistent, best-practices social branding and design, content marketing, web development/maintenance (start 4/1) and advertising and provides regular communications and reporting with contracted services completed and results generated.
- **Deliverable Projects Delivered:** (1) Brand Identity/Message, Logo Design and Brand Guide (2) Design and develop email (3) Design and develop contest template (4) Design and deploy quarterly emails and contests
- **Deliverable Projects in Process:** (1) Deploy email (require 2018 Guide) (2) Deploy contest

SOCIAL CHANNELS OUTREACH AND MANAGEMENT

SOLVE manages and curates Visit Los Osos / Baywood Park's social channels of Facebook, Twitter, Instagram and YouTube, posting content regarding constituent's properties, local information and community events, incrementally growing channels in followers and engagement. Outreach is focused on the benefits of staying in Los Osos and Baywood by leveraging organic and paid targeting focused on clicks to the website, local awareness, creating conversations, as well as likes and outreach. We will connect with active influencers in our community and focus on branded and shareable content.

| FACEBOOK | February 2018 | March 2018 | +/- |
|--------------|---------------|------------|--------|
| Likes | 1,675 | 1,691 | +16 |
| Follows | 1,681 | 1,698 | +17 |
| Video Views | 4,489 | 5,519 | +1,030 |
| TWITTER | February 2018 | March 2018 | +/- |
| Tweets | 43 | 56 | +13 |
| Following | 227 | 228 | +1 |
| Followers | 41 | 44 | +3 |
| INSTAGRAM | February 2018 | March 2018 | +/- |
| Posts | 112 | 126 | +14 |
| Followers | 698 | 756 | +58 |
| Following | 1,102 | 1,220 | +118 |
| YOUTUBE | February 2018 | March 2018 | +/- |
| Subscribers | 1 | 1 | - |
| EMAIL | February 2018 | March 2018 | +/- |
| Subscribers: | 5,220 | 5,222 | +2 |




TARGETED PPC ADVERTISING

| Facebook / Instagram Ads | People Reached | Impressions | Actions Taken | CTR | Budget Spent |
|--|----------------|-------------|---------------|-------|--------------|
| Engagement / Awareness / Clicks to Website | 29,947 | 52,595 | 1,673 | 3.18% | \$247.39 |

Visit Los Osos Baywood
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Los Osos • Baywood is a perfect place to start your journey and end your day. Visit us and explore miles of pristine coastline and Montaña de Oro State Park, taste local wines and brews, and enjoy a rich arts and music culture. #visitlosososbaywood



Visit Los Osos Baywood

Stay With Us!
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Wildly Spectacular

Book Now

Instagram

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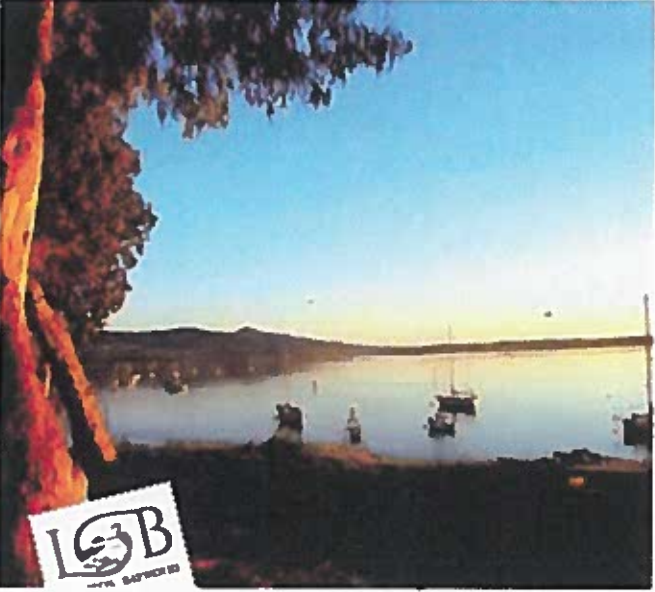


Book Now

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Central Coast's Hidden Gem of Tranquility. Wildly Relaxing. Wildly Inviting. Wildly Spectacular!

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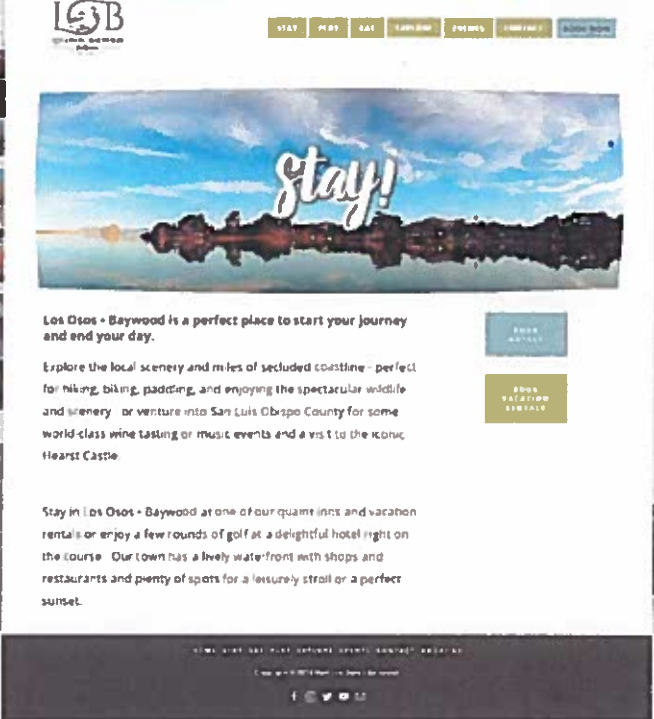
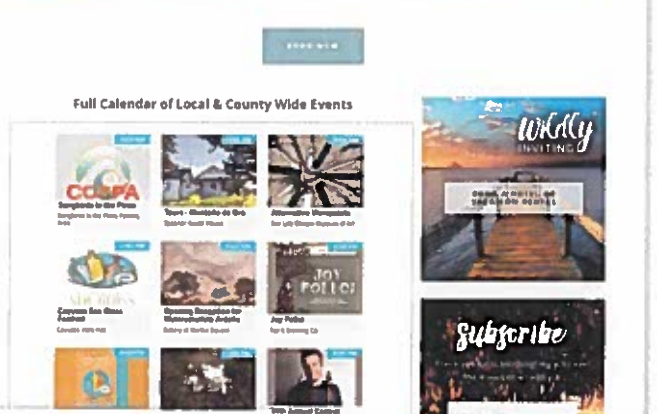
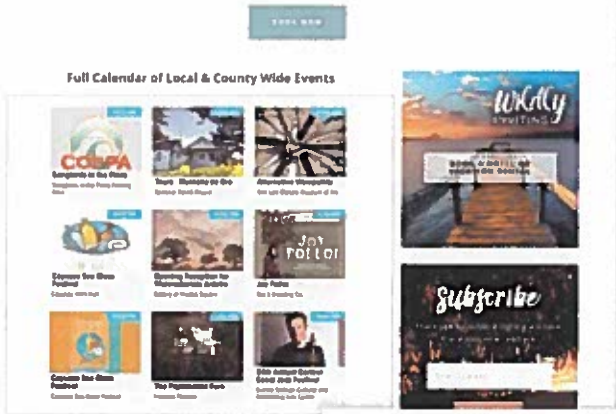
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Stay with us in Los Osos • Baywood!

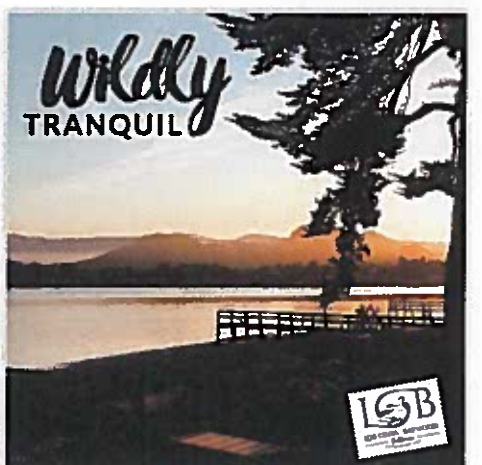
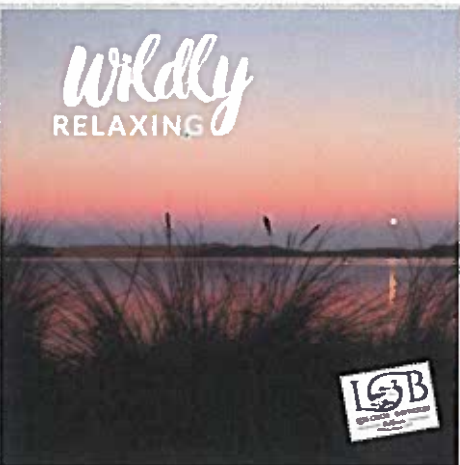
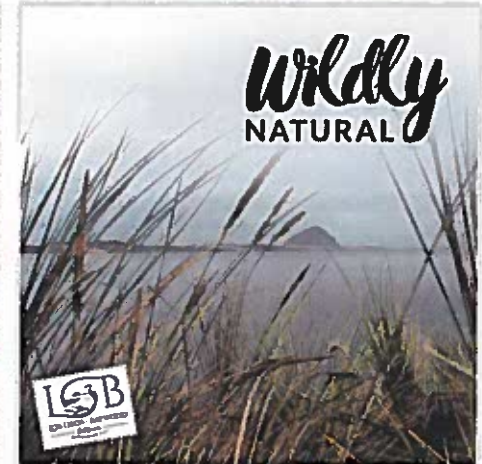
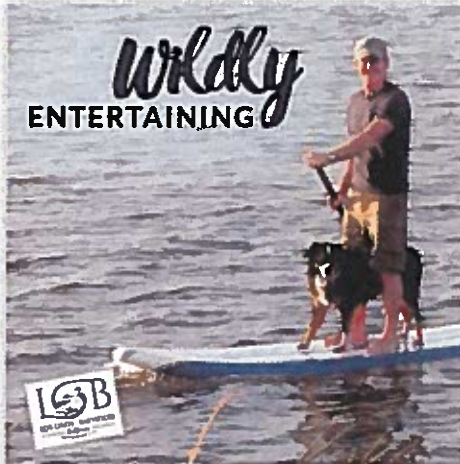
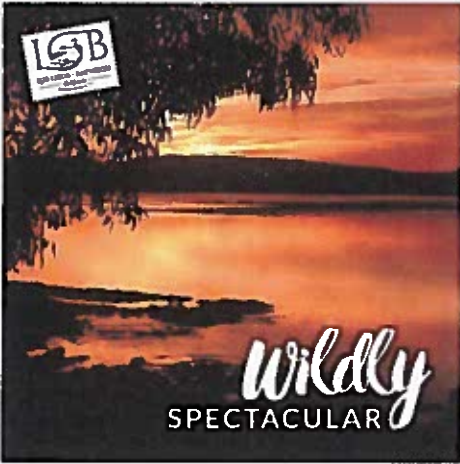
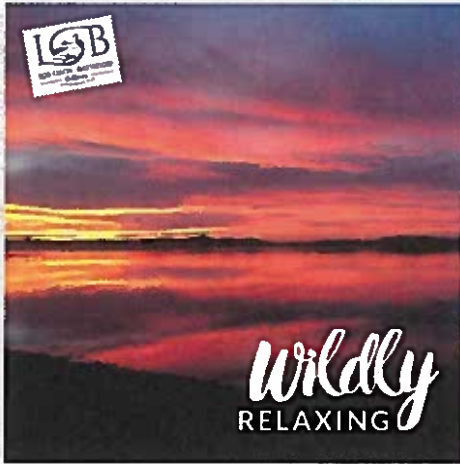
BOOK NOW

WEBSITE DESIGN REFRESH

Working closely with



BRAND REFRESH – LOGO AND MESSAGING/TAGLINE





LOS OSOS · BAYWOOD
California
ESTABLISHED 1769

COLOR PALETTE



#e5e5d1



#d94b0c



#0e3763



#83ceda



#515459

FONTS

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 .

Open Sans

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

American Script

ALTERNATIVE LOGOS

