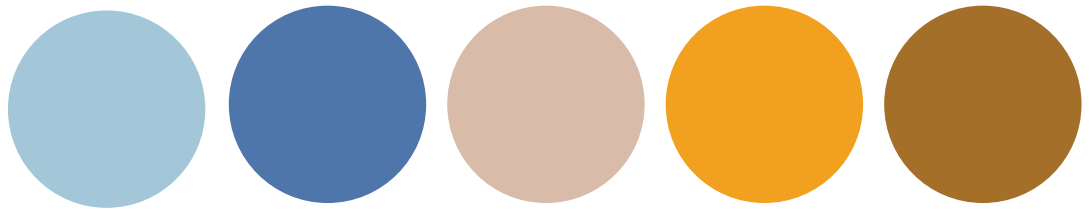


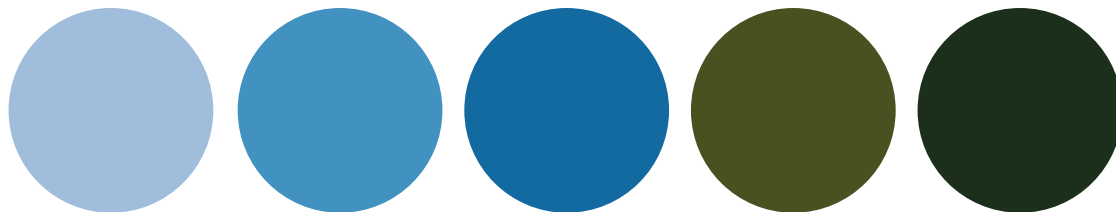
NORTH COAST

- Santa Cruz County -

This logo is complex with many elements including both redwood forest and coastal motifs, as well as an abstracted compass or sunburst- suggesting a northward exploration into a wild coastal landscape. The color palette is bold and optimistic with high contrast. The modern serif font is authoritative without feeling dated or somber.



The logo feels fresh with a distinctive minimalistic style and bright colors. The upper portion of the logo splits apart from the lower half, suggesting that the North Coast has something special to offer. The sans serif font is playful without compromising legibility.



The logo is text-forward and celebrates the internationally iconic 1978 Santa Cruz Skateboards logo by Jim Philips. Presented against an abstracted and layered landscape of saturated blues and greens, the logo feels both bold and familiar.