

RHDG

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RHDG Launches New Branding for SF Travel

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Riezebos Holzbaur Group (RHDG) helped the San Francisco Travel Association (SF Travel) unveil their new branding and identity system through a suite of visually engaging stationary, collateral and launch-event materials. Previously known as the San Francisco Convention & Visitors Bureau, SF Travel is a private, not-for-profit organization that markets San Francisco as a leisure-, convention- and business-travel destination.

The new logo showcases a dramatic photo of the iconic Golden Gate Bridge framed to communicate how the organization acts as a window into San Francisco, offering a new and unique point of view of the city. The image is accompanied by the words "San Francisco Travel" set in Egiziano typeface, a font with roots in the California Gold Rush era.

Taking the new name, logo and culture of SF Travel, RHDG wove the new brand into materials such as email templates, roll-out kits, pull-up banners and window clings. Armed with a beautiful new suite of materials, SF Travel is fully equipped to promote San Francisco as a one-of-a-kind destination.

To learn more about San Francisco Travel, please visit www.onlyinsanfrancisco.com.