

ALLEGANY COUNTY TOURISM
BRAND BOOK



**ALLEGANY
COUNTY**
THE
**MOUNTAIN SIDE
OF MARYLAND**

OCTOBER 2025

MDMOUNTAINSIDE.COM



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HOW TO USE THIS DOCUMENT

Allegheny County Tourism invites you to partner with us in promoting Allegheny County, Maryland. To do this effectively, we must work together to establish a clear and consistent look and identity for tourism in our county.

The purpose of this Brand Book is to define our brand standards and style guide—tools that are essential for maintaining consistency. With time and collaboration, these standards will help build a highly recognizable brand that resonates with both our community and our visitors.

The guidelines that follow outline the correct ways to communicate our brand. By aligning our appearance, messaging, and overall presence, we can present Allegheny County in a coordinated and professional way. These standards provide the foundation for all tourism-related communications, offering resources your community or organization can adopt and incorporate into your own branding efforts.

So, let's get started! And of course, if you have any questions, please reach out to our office—we're always happy to help.



ABOUT ALLEGANY COUNTY TOURISM

Allegany County Tourism is the official Destination Marketing Organization (DMO) for Allegany County, Maryland. We provide Destination Leadership, Destination Marketing, and Destination Management, working to enhance the county's appeal to visitors and support local businesses.

Allegany County Tourism is a county department that works directly with the Economic and Community Development office. Our work is funded by a portion of the visitor-paid hotel/motel tax. We take pride in being good stewards of this funding, reinvesting it into initiatives that promote Allegany County and raise awareness of all it has to offer.

While our office serves all hospitality and tourism related businesses within Allegany County, we also take a regional approach—partnering with out-of-county businesses and opportunities when it helps advance our mission of promoting Allegany County, Maryland.

As the county's DMO, our branding efforts create the image behind the name "Allegany County, the Mountain Side of Maryland." We oversee destination marketing and promotion for the county as a whole, supporting quality-of-life initiatives that, in turn, strengthen economic development.

Allegany County Tourism implements year-round marketing campaigns across the Northeast and Mid-Atlantic, with the goal of increasing destination awareness. These efforts drive overnight visits, boost visitor spending, create jobs, and contribute to the local economy.



MISSION AND KEY INITIATIVES

Our Mission sets the direction and course for how we serve Allegany County.

MISSION STATEMENT:

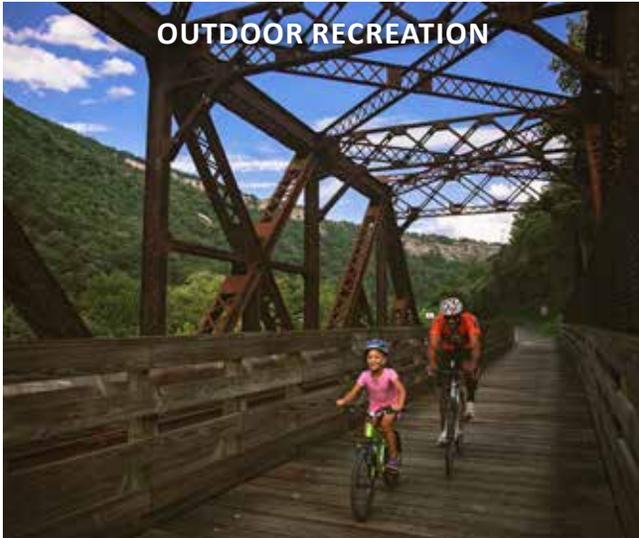
Allegany County's Tourism fuels the local economy by connecting visitors to our trails, towns, and natural beauty—and by building partnerships that strengthen our community.

From this Mission Statement we have identified five key initiatives that drive our efforts and resources:

1. Elevate Tourism's Visibility and Economic Influence
2. Strengthen Downtown Cumberland and Frostburg as Trail-Connected Destinations
3. Enhance Stakeholder Communications and Partnerships
4. Advance Signature Destination Development Projects
5. Broaden the Visitor Profile through Diverse Tourism Strategies



BRAND PILLARS



OUR BRAND

Allegheny County, the Mountain Side of Maryland, is an immersive travel experience that provides components of being off the grid, but it also has exciting, diverse benefits, including restaurants, boutique shopping, historical elements, casino gaming, and the arts. Visitors come for one reason and tend to fall in love with the area for another.

BRAND VOCABULARY:

Brand vocabulary is a common language that reinforces brand attributes and brand positioning for use in communication materials, press releases, interviews, presentations, and conversations.

Do Use

Focus on words that reflect the **mountain, nature, heritage,** and **welcoming community** identity of Allegheny County:

Nature & Outdoors

Natural, Outdoors, Breathtaking, Majestic, Tranquil, Less Traveled, Unwind, Explore, Adventure, Trailblazer

Heritage & Tradition

Historic, Tradition, Pride, Discover/Discovery, Gem

Arts & Culture

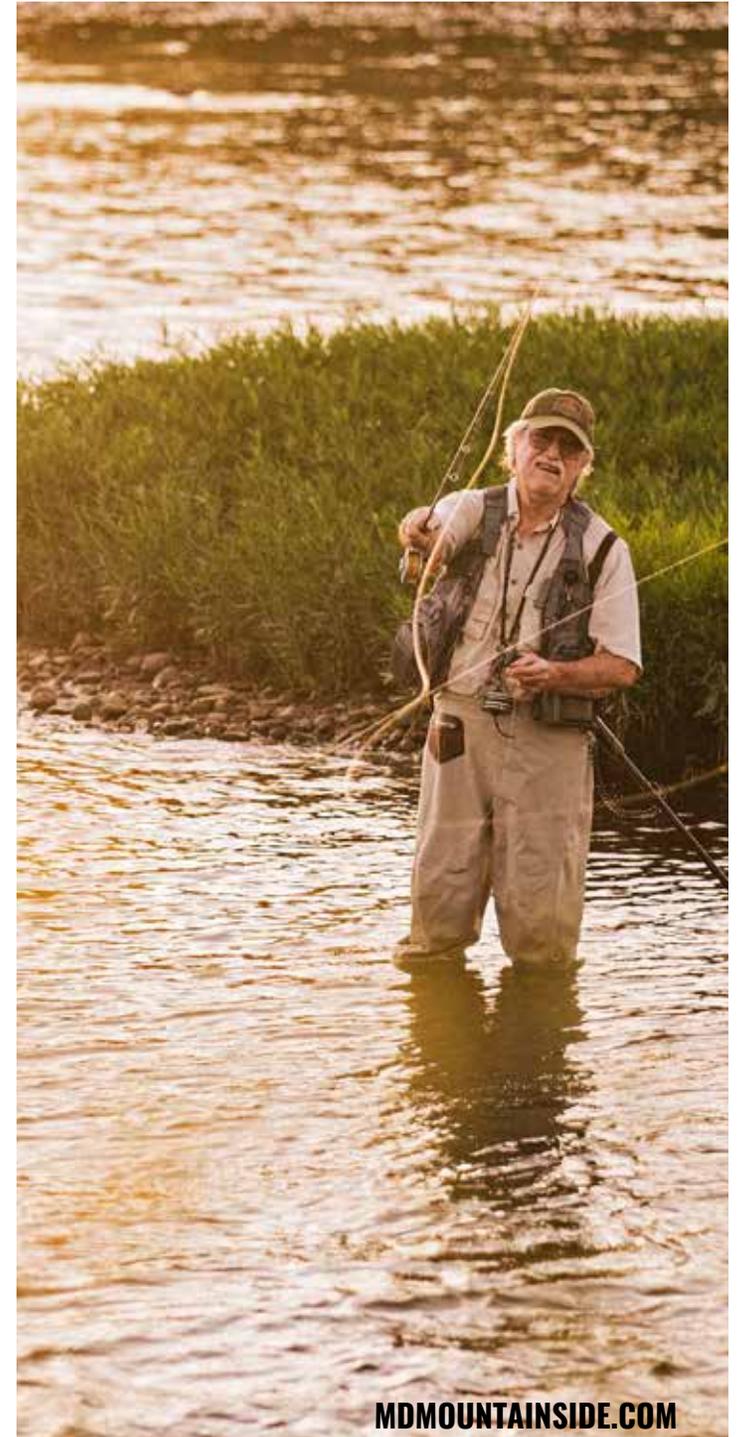
Artistic, Cultural, Passion, Wonder

Community & Experience

Authentic, Inviting, Family-friendly, Welcoming, Local, Opportunity

Leisure & Lifestyle

Charm, Leisure, Slow-paced, Open



BRAND TONE

Friendly and Welcoming: Our tone invites visitors to explore and feel at home, reflecting the warmth and hospitality of our community.

Adventurous and Inspiring: We encourage curiosity, discovery, and stepping off the well-worn path, capturing the thrill of exploring the mountains, trails, and hidden gems of the region.

Authentic and Approachable: Our messaging is genuine, grounded in the real experiences and natural beauty of Allegany County, avoiding exaggeration or hype.

Informative and Supportive: We provide clear, helpful information to guide visitors, businesses, and partners, while maintaining an approachable, conversational voice.

Balanced and Relaxed: Reflecting the slower, laid-back pace of the region, our tone emphasizes leisure, nature, and reflection without feeling rushed or overstated.



BRAND MANIFESTO

When it comes to vacations, there are endless options—mountains and shores, bustling cities and leisurely towns, homespun regions and sophisticated communities. There is culture, the arts, and history around every corner. Some places are well known; others are “less traveled.”

A getaway isn't just a destination—it's a chance to discover, explore, and uncover. It should be a retreat for the mind and soul, not a checklist of sights to see. To truly experience it, you need to step off the well-worn path and forge your own trail.

That's where Allegany County resides. Majestic mountains. Breathtaking views. Famous bike trails and historical sites. Two charming downtowns. Exceptional lodging and local experiences. Here, you can find your experience, find your memories, find your trail—and we think you'll agree, it makes all the difference.

We've got a trail for that. From incredible outdoor adventures to historic sites, dining, and entertainment—no matter your interest, passion, sport, or idea of fun, you'll find a trail for just about any type of adventure here in Allegany County, MD.

So come explore. The Trail Starts Here.





OUR IDENTITY

Maintaining a consistent image and appearance is essential for our organization. To achieve this, we have developed a strategic identity program. Our logo, fonts, colors and other graphics must be used consistently, following the guidelines of this manual.

OUR BRAND NAME:

When appearing in text, the full name “**Allegany County, the Mountain Side of Maryland,**” should always be used on first reference. Subsequent references may be shortened to **Allegany County, MD**, or just **Allegany County** if the Maryland location is already clear or if the logo is prominently displayed.

A regional reference commonly used for our area is **Mountain Maryland**, which is acceptable when describing our location within the state. Consistent use of this terminology in marketing materials and visitor-facing communications is important for reinforcing our brand identity. By including **Mountain Maryland** alongside **Allegany County, the Mountain Side of Maryland**, all messaging clearly connects to Allegany County Tourism and highlights the region’s unique character to potential visitors.

OFFICIAL BRAND TAGLINE:

“The Mountain Side of Maryland”

BRAND STATEMENTS:

“The Trail Starts Here” and “We’ve Got A Trail for That”

ORGANIZATION NAME:

Allegany County Tourism

ORGANIZATION STATEMENT:

Tourism supports 3,000 jobs in Allegany County, generates \$202 million in visitor spending and \$50 million in tourism tax revenues. *Source: Tourism Economics*

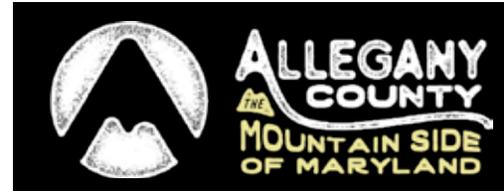
LOGO USAGE

Our logo is the primary identifier of Allegany County Tourism and is the key to brand identity. Consistent use of the logo and its variations are essential to maintaining our identity.

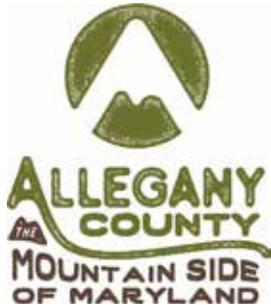
FULL COLOR HORIZONTAL VERSION WITH TAGLINE:



FULL COLOR HORIZONTAL REVERSE WITH TAGLINE:



FULL COLOR VERTICAL VERSION WITH TAGLINE:



FULL COLOR VERTICAL REVERSE WITH TAGLINE:



FULL COLOR HORIZONTAL VERSION:



FULL COLOR HORIZONTAL REVERSE:



COLOR PALETTE

To maintain a strong and consistent brand identity, Allegany County Tourism has established the following color palette as our standard. The palette was developed with the psychology of color in mind and reflects the natural elements of our region:

Green: Balance, relaxation, environmental awareness, and peace

Orange: Warmth, abundance, and fun

Brown: Nature, earthiness, and warmth

Blue: Loyalty, connectivity, reflection, and coolness

Yellow: Confidence, creativity, and friendliness

These colors collectively represent Allegany County's mountains, waters, rolling hills, scenic views, and incredible sunsets. The muted tones convey warmth and a laid-back approach, reflecting the essence of our region.



Pantone 5757 c

109r 113g 46b
#6D712E
34c 12m 91y 54k



Pantone 716c

234r 118g 0b
#EA7600
0c 61m 99y 0k



Pantone 7589c

92r 71g 56b
#5C4738
30c 67m 65y 74k



Pantone 7460c

0r 134g 191b
#0086BF
100c 6m 2y 10k



Pantone 607c

235r 228g 154b
#EBE49A
3c 0m 34y 0k

TYPOGRAPHY

In order to maintain a high level of brand awareness, Allegany County Tourism has identified the following typefaces as the standard.

PRIMARY FONT:

GREYCLIFF

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

SECONDARY FONT:

Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

DESIGN ELEMENTS:

DIGITAL:

Good Karma

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

PRINT:

WAYFARER | *Good Karma* | **Oswald**



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