

ALLEGANY COUNTY TOURISM
BRAND BOOK



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

MDMOUNTAININSIDE.COM



CONTENTS

- 1 - HOW TO USE THIS DOCUMENT
- 2 - ABOUT ALLEGANY COUNTY TOURISM
- 3 - MISSION AND OBJECTIVES
- 4 - BRAND PILLARS
- 5 - OUR BRAND
- 6 - BRAND MANIFESTO
- 7 - OUR IDENTITY
- 8 - LOGO USAGE
- 9 - COLOR PALETTE
- 10 - TYPOGRAPHY
- 11 - CONTACT US

HOW TO USE THIS DOCUMENT

Allegany County Tourism wants to partner with you to promote our region in Allegany County, Maryland. In order to do so, we must coordinate our efforts to establish a look and identity for tourism within our county. The purpose of our Brand Book is to establish a brand standard and style guide. This is key for consistency. Through time and participation, this will create a highly recognizable brand for our community and our visitors.

So, let's get started! The following standards are a guide for communicating our brand the correct way. By establishing a uniform appearance, presentation, talking points, and presence, we are ultimately showcasing our community in a consistent and coordinated way.

These standards provide the base for all of our messaging, from which your community or organization can benefit and incorporate into your own branding.

Of course, if you have any questions, please contact our office. We are here to assist.



ABOUT ALLEGANY COUNTY TOURISM

Allegany County Tourism is the official Destination Marketing Office (DMO) for Allegany County, Maryland.

As the official tourism organization for Allegany County, Maryland, Allegany County Tourism is a local government office under Allegany County Economic and Community Development. Allegany County Tourism is funded by a portion of the visitor-paid hotel/motel tax and acts as good stewards of this tax by reinvesting into destination promotion and awareness. Our office is an all-inclusive model for businesses in Allegany County; however, we believe in a regional approach and will partner with out-of-county businesses and opportunities, with the ultimate goal of promoting Allegany County, Maryland.

As the DMO for Allegany County, Maryland, our destination branding efforts are what creates the image behind our name - Allegany County, the Mountain Side of Maryland. Our office ultimately handles the marketing and promotion for tourism for the county as a whole, which in essence supports the quality of life aspect that lifts up economic development efforts.

Allegany County Tourism implements year-round marketing campaigns throughout the Northeast and Mid-Atlantic, with the ultimate goal of increasing destination awareness for our region. This, in turn, drives overnight visitations, increases in-county visitor spending, generates job growth, and contributes to the economy.



MISSION AND OBJECTIVES

MISSION STATEMENT:

Allegheny County Tourism enhances the quality of life in Allegheny County, Maryland, and strengthens destination awareness through promotion, development, and services that attract visitors to stay longer and spend more in our community.

VISION STATEMENT:

Allegheny County, the Mountain Side of Maryland, is a three-dimensional destination, promoting an authentic and memorable visitor experience through outdoor recreation, history and heritage, arts and culture, and natural scenic beauty.

OBJECTIVES:

1. Promote destination awareness.
2. Attract visitors to Allegheny County, Maryland.
3. Encourage visitors to stay overnight and spend more money in Allegheny County, Maryland.
4. Ensure brand messaging is consistent and targeted.
5. Secure adequate funding to achieve efforts.



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.

Authentic	Natural	Pride	Charm	Uncover	Inviting	Family-friendly	Passion
Discover/ Discovery	Gem	Trailblazer	Cool	Eclectic	Breathtaking	Less Traveled	Unwind
Opportunity	Explore	Tradition	Outdoors	Historic	Freedom	Majestic	Tranquil
Welcoming	Artistic	Wonder	Open	Leisure	Slow-paced	Hip	Adventure

BRAND MANIFESTO

When it comes to getaways and vacations, there is no shortage of places to go. There are mountains and shores, fast paced cities and leisurely towns, homespun regions and sophisticated communities. There is culture, the arts, and walks through historical areas. There are places that are well known and those “less traveled.” When it comes to getting away, there really is no wrong way. There is just the right way for you.

We think getting away should be a time to discover, explore, and uncover. A getaway shouldn't just be a geographic retreat or a place where you feel pressured to cross off the list. It should be a retreat of the mind and soul. And to do that, you need to get off the well-worn path and forge one on your own. That's where Allegany County, Maryland, resides. Great lodging options. Majestic nature and breathtaking views. Famous bike trails and historical sites. It's here for you to discover, and we think you will agree, it will make all the difference.

So, uncover Allegany County, the Mountain Side of Maryland.





OUR IDENTITY

Maintaining a consistent image and appearance is of the utmost importance to our organization. To ensure 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 first. It can be reduced to Allegany County, MD, if the name is repeated again in copy, or if the logo is highly visible within the context of the content. If the Maryland location has been clearly established, the use of Allegany County alone is allowed. A regional reference often used for our region is Mountain Maryland and acceptable to use when describing our location within Maryland.

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 3,600 jobs in Allegany County, generates \$160 million in visitor spending and \$47 million in tourism tax revenues. Source: Tourism Economics

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LOGO USAGE

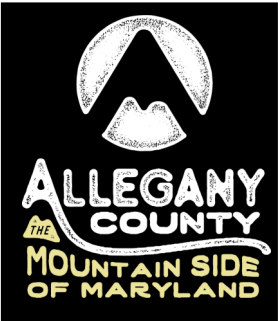
Our logo is the primary identifier of Allegany County Tourism and is the key to brand identity. Consistent use of the logo and its variations are essential to maintaining our identity.

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

In order to maintain a high level of brand awareness, Allegany County Tourism has identified the following colors as the standard. The color palette was developed with the psychology of color in mind.

GREEN: Connects with balance, relaxation, environmental awareness, and peace.

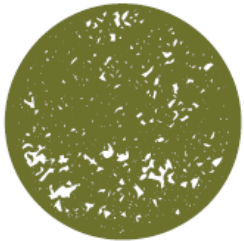
ORANGE: Connects with warmth, abundance, and fun.

BROWN: Connects with nature, earthiness, and warmth.

BLUE: Connects with loyalty, connectivity, reflection, and coolness.

YELLOW: Connects with confidence, creativity, and friendliness.

The palette represents the natural elements of our region, the mountains, waters, rolling hills, scenic views, and incredible sunsets. The colors are muted and not bold to represent a warmth and laid-back approach, which we feel represents our county.



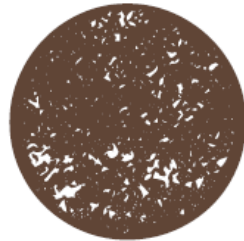
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#6D712E
34c 12m 91y 54k



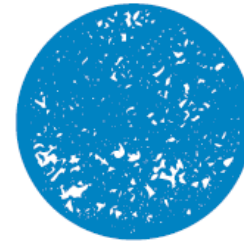
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0c 61m 99y 0k



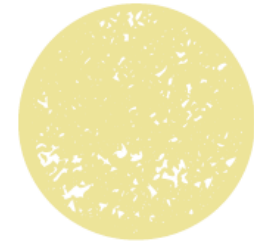
Pantone 7589c

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.

HEADLINES:

Wayfarer

A **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
1234567890

SUPPORTING COMMUNICATIONS:

Calibri

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
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CONTACT US


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