BRAND STRATEGY & GUIDELINES

Discover
LEHIGH VALLEY®

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ABOUT DISCOVER LEHIGH VALLEY®

Established in 1984, Discover Lehigh Valley® makes Lehigh and Northampton counties a premier destination through marketing and image building that increases the number of visitors, the number of nights they stay and the number of things they do in the region.

Discover Lehigh Valley's official visitor website, DiscoverLehighValley.com, and blog, LehighValleyInSite.com keeps locals and visitors abreast of all things happening in the region. Visitors can explore things to do, upcoming events, themed itineraries and hotel packages.

Compelling photography and videos, brochures and detailed visitor information make the sites effective trip-planning tools. Along with Discover Lehigh Valley's social media channels, the online platforms communicate directly with consumers. Travelers can also call and stop into one of the many visitor centers for additional information.

ABOUT LEHIGH VALLEY, PA

Set amid gentle hills and charming country sides, Lehigh Valley, Pa. is home to Allentown, Bethlehem and Easton, as well as dozens of small towns and picturesque boroughs.

The region is steeped in pre-Colonial, Early American and industrial history. Lehigh Valley has an impressive range of tourist attractions including nationally-recognized events like Musikfest, wineries and breweries, the Lehigh Valley Zoo, outdoor activities, world-class sporting events, 10 colleges and universities, and is home to America's favorite brands such as Crayola®, Peeps, Mike & Ike®, Martin Guitars and Mack Trucks. The region offers a diverse array of memorable things to do and plenty of dining options to fit every budget and taste.

And, it's easy to get to and around. Lehigh Valley is located approximately 60 minutes north of Philadelphia and 90 minutes west of New York City by car.

STRATEGIC BRAND GOALS

Discover Lehigh Valley and its board of directors are united in their vision and priorities for the future of the city's visitor economy.

As agreed collectively, the new Vision, Mission and Values for the organization provide direction for the sustainable growth of the valley, based on the shared interests of stakeholders, visitors and the local community.

VISION: Inspiring experiences

MISSION: Strengthening Lehigh Valley's economy through tourism, while enhancing quality of life and regional pride

VALUES:
- **Authentic:** Knowing who we are; being true to our roots
- **Collaborative:** Bringing the community together; encouraging partnership
- **Curious:** Open to new perspectives and discovering new experiences
- **Responsible:** Do everything with integrity and transparency
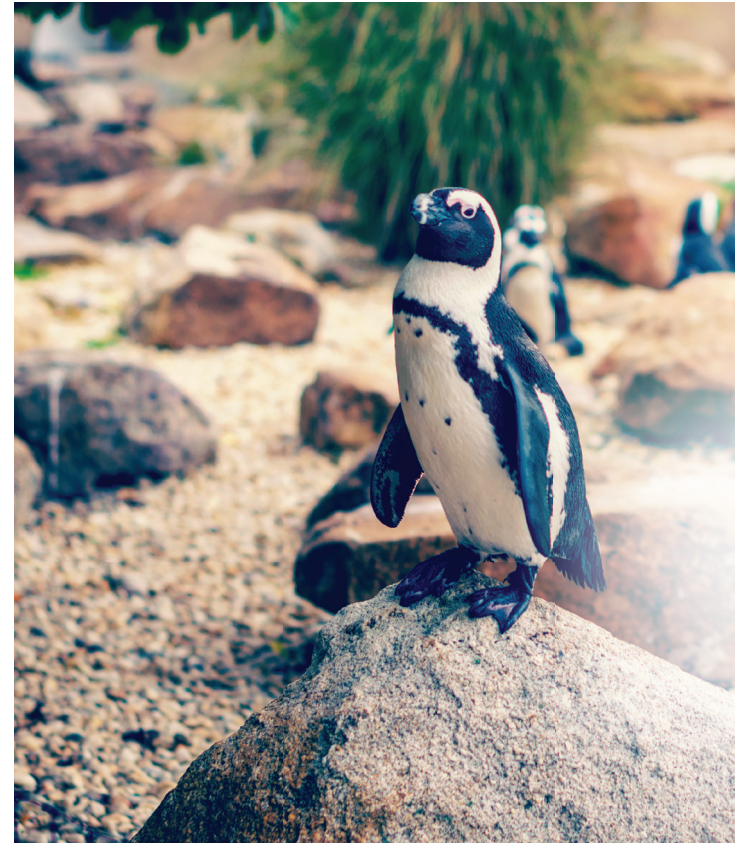
STRATEGIC BRAND GOALS

To achieve Discover Lehigh Valley's vision, there are four new strategic goals for the organization to promote and leverage the cohesive valley-wide brand across Lehigh Valley.

1. **Strategic Sales & Marketing**

2. **Proactive Destination Management**

3. **Intentional Community Engagement**

4. **Modern Organization**

OUR BRAND IN COPY

For consistency across all written communications, always use the full name of the organization, Discover Lehigh Valley®.

When referring to the geographic region use, "Lehigh Valley." Do not refer to the geographic region as "the Lehigh Valley."

Why did we drop "the?" It's the difference between a construct and a place. "The West Coast" is a construct, while Napa Valley is a place, very much like Lehigh Valley. You wouldn't say "the Napa Valley," so why would you say "the Lehigh Valley?" That's why we dropped "the," because Lehigh Valley is not a construct, it is an actual factual place and we're proud to live, play, work and promote the region.

BRAND LOGO & USAGE

The Discover Lehigh Valley® logo was created to reflect the energy and excitement of the region's many attractions. The modern play symbol conveys motion, action and most importantly, forward momentum. This is contrasted with a distressed, vintage looking style of the icon fonts which help convey the proud heritage and history of this region.

The primary logo consists of the play and wordmark. The logo should never be re-created or altered in any way.

To print in full-color, use the three color primary logo or three color stacked logo.

To print in 1-color, use black, white, or blue versions of logos.

To print on a dark background or photograph use the white version.

PRIMARY LOGO

STACKED LOGO

BRAND LOGO & USAGE

AREA OF ISOLATION

Clear space is essential for proper presentation of the logo. The minimum amount of acceptable clear space is equal to 50% of the height of the play icon as shown.

SIZE RECOMMENDATIONS

For optimal clarity and readability, the logo should be displayed no smaller than the specified dimensions (below). In printed PALETTE COLORS

The color palette for Discover Lehigh Valley® consists of natural, earthy hues inspred by the lanscapes of Lehigh Valley. The palette is comprised of three primary and three secondary colors. To ensure brand consistency across all mediums, Pantone, CMYK, RGB and HEX values are provided.

INCORRECT LOGO USAGE

a. Never change the colors of the logo elements.

b. Never outline the logo.

c. Do not rearrange logo elements.

d. Do not embellish the logo.

e. Do not distort, skew PRIMARY FONTS

1.25"

BRAND LOGO & USAGE

BACKGROUND USAGE

a. The logo should always contrast with the background color it is placed on so it is adequately visible.

b. The logo should normally be reproduced in full color on a light background. Also, it may be reversed in white on a dark background.

c. If placed over a photo, there should be sufficient contrast so that the logo is adequately visible.

d. A subtle outer glow may be used to create color separation between the logo and background.

INCORRECT BACKGROUND USAGE

a. Do not use the logo on a background color without sufficient contrast.

b. Do not place the logo on a complex background texture or photo. The colors may be scaled back in opacity as design requires. materials, logo resolution must be 300dpi or higher.

BRAND PALETTE

The color palette for Discover Lehigh Valley® consists of natural, earthy hues inspred by the lanscapes of Lehigh Valley. The palette is comprised of three primary and three secondary colors. To ensure brand consistency across all mediums, Pantone, CMYK, RGB and HEX values are provided.

The colors' opacity may be scaled as design requires.

PRIMARY BRAND COLORS
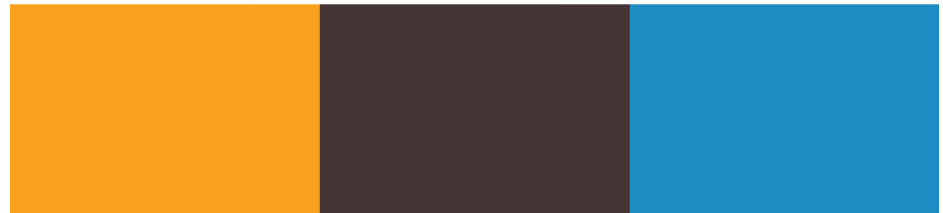
PMS: PANTONE 137 C	PMS: PANTONE 439 C	PMS: PANTONE 7689 C
CMYK: 0 / 42 / 100 / 0	CMYK: 59 / 66 / 63 / 54	CMYK: 78 / 33 / 8 / 0
RGB: 255 / 163 / 0	RGB: 68 / 54 / 52	RGB: 40 / 141 / 192
HEX: #FFA300	HEX: #443634	HEX: #288DC0

SECONDARY BRAND COLORS

PMS:	CMYK:	RGB:	HEX:
PANTONE 458 C	16 / 17 / 81 / 0	219 / 197 / 84	#DBC554
PANTONE Cool Gray 8 C	48 / 40 / 38 / 3	138 / 138 / 141	#8A8A8D
PANTONE 7742 C	74 / 32 / 96 / 19	72 / 118 / 58	#48763A

BRAND TYPOGRAPHY

PRIMARY FONTS

The following fonts should be used on any piece of marketing collateral produced for Discover Lehigh Valley®:

NEXA RUST (Including variations *Script* and NEXA RUST BOOK): a diverse, eclectic, rustic font family with a wide variety of font styles, weights, textures and extras. It is the primary font used for headers and subheads on printed and digital materials. The full range of this unique font-family are available for use in our brand, even though only several are listed here.

Geogrotesque: a clean, modern, condensed sans-serif font. It is the primary font used for body copy on printed and digital materials. The full range of weights are available for use in our brand.

Adobe Caslon Pro: An updated, classic serif font for an alternate body copy. Is also the primary headline font option for all collateral associated with the Made Possible in Lehigh Valley campaign.

SYSTEM & WEB FONT

The following fonts can be used when Nexa Rust and Geogrotesque are not available, such as in web applications and presentations:

Arial: a sans-serif font readily available to most users.

Georgia: a widely available serif, great for headline usage in presentation documents.