

# Discover LEHIGH VALLEY<sup>®</sup>



IDENTITY GUIDE

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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](http://DiscoverLehighValley.com), and blog, [LehighValleyInSite.com](http://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.



# COPY

## » REFERENCES 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.

# LOGO & USAGE

## » OUR LOGO

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.

- a. The primary logo consists of the play and wordmark.
- b. The logo should never be re-created or altered in any way.
- c. To print in full-color, use **Discover LV Logo-CMYK-FINAL.eps**, **Discover LV Logo-RGB-FINAL.eps** or **Discover LV Logo-PANTONE-FINAL.eps**.
- d. To print in 1-color, use **Discover LV Logo-BLACK-FINAL.eps**, **Discover LV Logo-PANTONE-137C-FINAL.eps**, **Discover LV Logo-PANTONE-439C-FINAL.eps** or **Discover LV Logo-PANTONE-7689C-FINAL.eps**.
- e. To print in grayscale, use **Discover LV Logo-GRAY-FINAL.eps**.
- f. To print on a dark background or photograph use **Discover LV Logo-WHITE-FINAL.eps**.



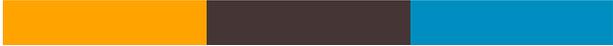
# LOGO & USAGE

## » LOGO VARIATIONS

There are several color versions of the Discover Lehigh Valley® logo. While the logos have been provided as .eps files, a format primarily used for print applications, they may be resaved in other formats for other forms of media. It is important to choose the appropriate version of the logo for the media in which it will be shown.



Discover LV Logo-CMYK-FINAL.eps  
 Discover LV Logo-RGB-FINAL.eps  
 Discover LV Logo-PANTONE-FINAL.eps



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



Discover LV Logo-BLACK-FINAL.eps



CMYK:  
0 / 0 / 0 / 100



Discover LV Logo-GRAY-FINAL.eps



CMYK:  
0 / 0 / 0 / 50



Discover LV Logo-WHITE-FINAL.eps



CMYK:  
0 / 0 / 0 / 0

# LOGO & USAGE

## » LOGO VARIATIONS



Discover LV Logo-c0m42y100k0-FINAL.eps  
Discover LV Logo-r255g163b0-FINAL.eps  
Discover LV Logo-PANTONE-137C-FINAL.eps



PMS: PANTONE 137 C  
CMYK:  
0 / 42 / 100 / 0  
RGB:  
255 / 163 / 0



Discover LV Logo-c59m66y63k54-FINAL.eps  
Discover LV Logo-r68g54b52-FINAL.eps  
Discover LV Logo-PANTONE-439C-FINAL.eps



PMS: PANTONE 439 C  
CMYK:  
59 / 66 / 63 / 54  
RGB:  
68 / 54 / 52



Discover LV Logo-c78m33y8k0-FINAL.eps  
Discover LV Logo-r40g141b192-FINAL.eps  
Discover LV Logo-PANTONE-7689C-FINAL.eps



PMS: PANTONE 7689 C  
CMYK:  
78 / 33 / 8 / 0  
RGB:  
40 / 141 / 192

# 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 materials, logo resolution must be 300dpi or higher. For digital applications, the resolution should be at least 72dpi.

- a. The icon may be reproduced at a minimum of .25" wide.
- b. The logo may be reproduced at a minimum of 1.25" wide.



The icon without wordmark may be used as a decorative element in design, or as a feature on promotional items, like t-shirts and mugs.



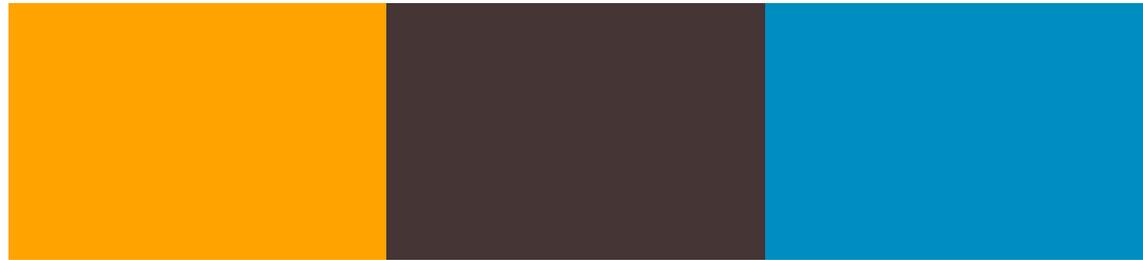
# LOGO & USAGE

## » PALETTE COLORS

The color palette for Discover Lehigh Valley® consists of natural, earthy hues inspired by the landscapes 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 may be scaled back in opacity as design requires.

### Primary Colors



PMS: PANTONE 137 C  
CMYK:  
0 / 42 / 100 / 0  
RGB:  
255 / 163 / 0  
HEX:  
#FFA300

PMS: PANTONE 439 C  
CMYK:  
59 / 66 / 63 / 54  
RGB:  
68 / 54 / 52  
HEX:  
#443634

PMS: PANTONE 7689 C  
CMYK:  
78 / 33 / 8 / 0  
RGB:  
40 / 141 / 192  
HEX:  
#288DC0

### Secondary Colors



PMS:  
PANTONE 458 C      CMYK:  
16 / 17 / 81 / 0      RGB:  
219 / 197 / 84      HEX:  
#DBC554



PMS:  
PANTONE Cool Gray 8 C      CMYK:  
48 / 40 / 38 / 3      RGB:  
138 / 138 / 141      HEX:  
#8A8A8D



PMS:  
PANTONE 7742 C      CMYK:  
74 / 32 / 96 / 19      RGB:  
72 / 118 / 58      HEX:  
#48763A



## LOGO & USAGE

### » BACKGROUND USAGE

- The logo should always contrast with the background color it is placed on so it is adequately visible.
- The logo should normally be reproduced in full color on a light background. Also, it may be reversed in white on a dark background.
- If placed over a photo, there should be sufficient light or dark-colored clear space so that the logo is adequately visible.
- A subtle outer glow may be used to create color separation between the logo and background.

### » INCORRECT BACKGROUND USAGE

- Do not use the logo on a background color without sufficient contrast.
- Do not place the logo on a complex background texture or photo.



# LOGO & USAGE

## » 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 or rotate the logo.
- f. Do not put the logo in a holding shape.



# LOGO & USAGE

## » ALTERNATE VERSIONS AND VARIATIONS

- a. There are stacked versions of the logo, **Discover LV Logo-STACKED-CMYK-FINAL.eps** and **Discover LV Logo-STACKED-RGB-FINAL.eps**, that may be used only on occasions when the horizontal version will not suffice.
- b. When part of a campaign, such as *Lift Your Spirits*, elements of the logo may be used in a lockup to create a graphic slogan. This is the only situation where the play icon may be excluded.



# TYPOGRAPHY

## » PRIMARY FONTS

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

**Nexa Rust:** 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.

## » SYSTEM & WEB FONT

The following font should be used whenever Nexa Rust and Geogrotesque are not available, such as in web applications and PowerPoint presentations:

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

**NEXA RUST SANS**  
**NEXA RUST SLAB**  
*Nexa Rust Script*

Geogrotesque UltraLight

Geogrotesque Light

Geogrotesque Regular

**Geogrotesque Medium**

**Geogrotesque SemiBold**

**Geogrotesque Bold**

---

Arial Regular

**Arial Bold**

**Arial Black**

# PHOTOGRAPHY

## » STYLE RECOMMENDATIONS

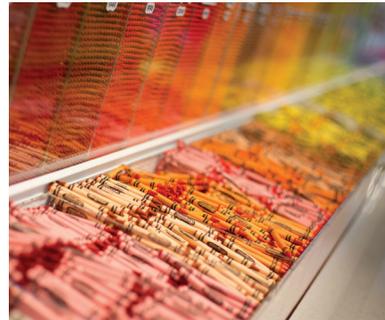
Whenever possible, the use of high-quality photography is encouraged to enhance the graphic appearance of Discover Lehigh Valley® branded materials.

Images may be cropped in unexpected ways to enhance their visual interest.

## » USE OF STOCK IMAGES

Stock images should feature authentic looking people and subjects who accurately represent the Discover Lehigh Valley® brand. They can be full color, desaturated or black and white, and may be combined together to create a distinct, rustic feel.

People in imagery should look happy and energetic as they enjoy the experiences Lehigh Valley has to offer. Use of a variety of ethnicities and age groups is encouraged. Avoid images that look overly staged.



# DESIGN IN USE

## » STYLE RECOMMENDATIONS

There are several consistencies in design that can be seen throughout Discover Lehigh Valley® branded materials.

- Designs should use high quality photography to help convey the appeal of the various attractions of the region.
- Carefully crafted type treatments are used not only to convey messaging, but to add visual appeal.



# GLOSSARY

**CMYK** CMYK stands for cyan, magenta, yellow, and black. It refers to the four ink colors used in standard four-color printing. Pantone ink colors [see below] are an alternative method for printing in color.

**DPI** Dots per inch [dpi] is a unit of measure with regard to printing or video / digital resolution. Images intended for print should be a minimum of 300dpi. Images intended for screen / digital publishing should be at least 72dpi.

**HEX** Web colors are typically denoted in either hexadecimal [HEX] format, or RGB [see below]. HEX web colors are represented by six digits or characters, preceded by a hashmark [#].

**PANTONE** Pantone inks are a standardized suite of colors that enable brands to print solid colors consistently, whereas CMYK output may vary slightly from print to print. Pantone colors are mixed specifically, and print as a solid color, rather than a composite of four different inks. In one- or two-color printing, Pantone inks allow us to achieve custom color affordably.

**RGB** RGB stands for red, green and blue. It is a digital color model that should be used for electronic applications.

**SANS-SERIF** In typography, sans-serif refers to fonts that do not have serifs, or small lines attached to the end of a stroke in a letter or symbol. The alternative would be a serif font, like Times New Roman.

**WORDMARK** Also known as a logotype, a wordmark is a typographic treatment of a company, initiative or product name used for the purpose of identification and branding. A wordmark may be used in conjunction with an icon for the creation of a logo.