

Finger Lakes
Visitors Connection
Ontario County, NY

Brand Standards
January 2021

Visit Ontario County, NY
FINGER LAKES

There's no better time than now for a new direction to grow and promote Ontario County's hospitality industry. We're surviving COVID together – and looking forward with optimism to the time when we can get our visitors flowing back into our region. Now is the time for a new direction, a revitalization, and destination reflection. Finger Lakes Visitors Connection is excited in this new year to introduce our new brand for Ontario County's hospitality industry.

We've held onto our heritage as a Finger Lakes destination of choice. Ontario County's Finger Lakes are still a place with lakes and grapes, wines and vines, wide open spaces and fresh air. But, we are more – and we aren't intending to be shy about bragging about it. Our expanding tourism industry has new resort hotels, expanded and refined meeting facilities, historic preservation projects, expanded public parks and spaces, and an expanding craft beverage industry. We have rooftop bars, a new welcome center, and unparalleled retail experiences being built now. All of this speaks of our area as the Finger Lakes center of luxury. These are all incredible assets. But, in this time we believe that the biggest luxury of all is the luxury of choice. Luxury, here, is redefined not as price or exclusivity; but rather as having the ability to choose. Our visitors are encouraged to choose the experiences they want, need and deserve. In our part of the Finger Lakes area our guests can *do everything* – or *do nothing* (defined as kickback, breathe in the fresh air, and retreat from life's daily chaos.)

That's the luxury of choice.



Finger Lakes Visitors Connection strategic marketing and creative team is proud to share our redefined brand with you, our industry partners. We need you to amplify our position as the Finger Lakes center for laidback luxury; getaways and retreats. Together we can highlight our upscale amenities and amplify our message of choice for laidback luxury as our Finger Lakes style and as the spot for our meetings and conference market where we encourage planners to select our destination as the place to meet *and* retreat.

Our visitors value the story and the beauty of the Finger Lakes. Our visuals are an amazing part of our story and these are bolstered and brought "design forward" in promoting our destination. Inside this brand expose you can see how all of our brand assets are focused on portraying that message that also acts as an invite and a tease to come to Ontario County's Finger Lakes. We're convinced that a few good looks will draw people in and say, "I want to go there because it looks to be fun, relaxing, authentic, and I can have as much space as I want and need."

FINGER LAKES VISITORS CONNECTION BRAND STANDARDS

TABLE OF CONTENTS

p. 2	Welcome	p. 36 - 37	Stationery Style and Format.
p. 3	Table of Contents	p. 38	Business & Industry Facing Digital
p. 4 - 5	Brand Style and Personality	p. 39 – 41	Finger Lakes Visitors Connection Core Team Values and Brand
P. 6	Brand Promise	p. 42 - 43	Team Brand Style
P. 7	Brand Tagline	p. 44 - 45	Specialty Markets – Meet and Retreat
p. 8	FLX Lifestyle	p. 46	Specialty Market Print & Digital
p. 9	Tone = FLX Lifestyle	p. 47	Meetings Lexicon of Words
p. 10	Brand Fonts	p. 48 - 49	Special Program Logo & Materials
P. 11	Brand Colors	p. 50	Online Brand Personality
p. 12	Texture and Elements	p. 51	Social Media
p. 13	Brand Board	p. 52	Facebook
p. 14	Our Audiences	p. 53	Twitter
p. 15	Writing to Our Audiences	p. 54	Instagram
p. 16 - 17	Writing Samples – Listings	p. 55	LinkedIn and YouTube
p. 18	Photography and Video	p. 56 - 57	Promotional Items
p. 19	Photography and Video for our Videographers, Photographers, and Graphic Designers	p. 58	FLVC Headquarters
p. 20 – 23	Image Samples	p. 59	Thank you – Contact Us
p. 24	Photo Captioning		
p. 25	Photo credits, photo copyrights and model releases		
p. 26	Images Samples		
p. 27	Image Requirements		
p. 28	Brand Logos		
p. 29 – 31	Consumer Facing Logo		
p. 32 - 33	Brand Specifics		
p. 34 – 35	Business & Industry Facing Logo Set		

Finger Lakes Visitors Connection
19 Susan B. Anthony Lane, Canandaigua, NY 14424
(585) 394-3915
Valerie@VisitFingerLakes.com

For partners who wish to use our logo as a part of their promotional materials, logo files are available for download. Please visit: VisitFingerLakes.com/partners/brand resources and logos

January 2021

BRAND STYLE AND PERSONALITY

FLX	LUXURY	Delivered with our STYLE
<p>To remain a valued partner in drawing people to the Finger Lakes Region and maximize our ROI by participating in cooperative programs which have common market strategies, aligned brand assets and brand promises.</p>	<p>To distinguish our product within the FLX and promote our unique brand promise.</p> <hr/> <p>We understand our diversity of visitor segments and greet them in what luxury looks like to them.</p>	<p>To foster within our industry imaginative, personalized, high quality experiences which appeal to our loyalists or our future loyalists.</p>
FLX	Luxury is a feeling, a choice.	<i>laidback</i>

BRAND PERSONALITY



Upscale

Laidback

Imaginative

Friendly

Down-to-earth

Authentic

Dependable

Nature loving & carefree

Active & all-in

We have unique and fresh experiences.

BRAND PROMISE

We promise high quality places and spaces for you to enjoy an authentic Finger Lakes vacation. Here, luxury is a feeling, delivered in a genuine, laidback, lake country style. Experience our “stress reduction zone” where friendly locals can connect you to signature FLX products and passionate destination experts can curate a getaway that is uniquely yours. Whether you seek adventure in the great outdoors or a bit of pampering indoors, you will be rewarded with fun, relaxation and rejuvenation on your FLX getaway.

Brand promise is what we promise to deliver to travelers – every visit. It’s what makes us distinctive in the Finger Lakes

Our attributes

(What are our strengths?)

High quality places and spaces

Stress reduction “zones”

Our delivery

(How do we deliver our experiences?)

Authentic, genuine lake country style
(Friendly, down-to-earth)

Laidback

Friendly locals, destination experts

The experience

(How do our experiences make the visitor feel?)

The luxury of choice

Pampered

Rejuvenated

The end benefit

(What do the visitors go home with?)

Lasting memories

Enriched, inspired

BRAND TAGLINE



Laidback LUXURY



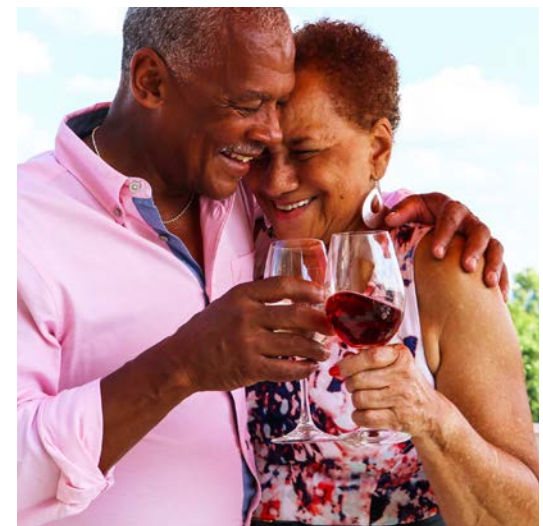
water



wide open spaces



warmth



TONE = FLX LIFESTYLE

Wide open spaces and unfettered time in the Finger Lakes are two of life's greatest luxuries. Water, wide open spaces and warmth foster a freedom of spirit. Even in the rain or the snow, there is a sense of contentment, easiness and a special appreciation for living in the moment.

Imagine if you can promise this feeling to your guests.

With space, you too get to feel a weight lift and relaxation begins. There is time to do nothing. After you've laidback for a day or two, you'll notice that you've grown a bit more observant, taking note of the details of wherever your gaze falls, allowing your imagination to create a new story. It's all because you've allowed yourself time and space away from the everyday. Dockside, deck-sitting or down-by-the-beach, you are away from the hustle and bustle that you feel back home and don't even realize how much it's all been weighing you down until you sink into the new space that you've allowed yourself.

The Finger Lakes promises the luxury of space and the gift of time. Our FLX lifestyle (and therefore our branding tone) is best described as "laidback luxury."

laidback L U X U R Y

BRAND FONTS

LOVELYN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Saturday Script

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

(Nunito is an acceptable substitute to Avenir, with similar letter form shapes and geometric qualities. Nunito is also a Google font.)

Lusitana Regular

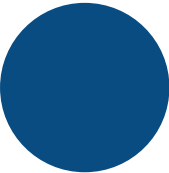
abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

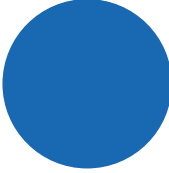
BRAND COLORS



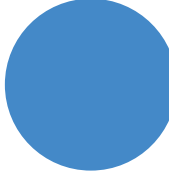
Classic Blue Light #1568B0	Sky Fall #418FDE	Glacial Waters #B7DDE1	Tree Green #80A048	Cheerful #F2C75C	Coal Grey #444444
Classic Blue #0F4C81					



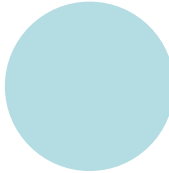
PMS 3506C



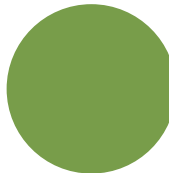
PMS 2196C



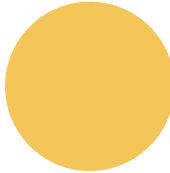
PMS 279C



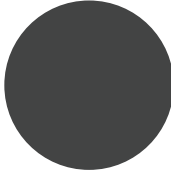
PMS 628C



PMS 576C



PMS 141C



PMS 4287

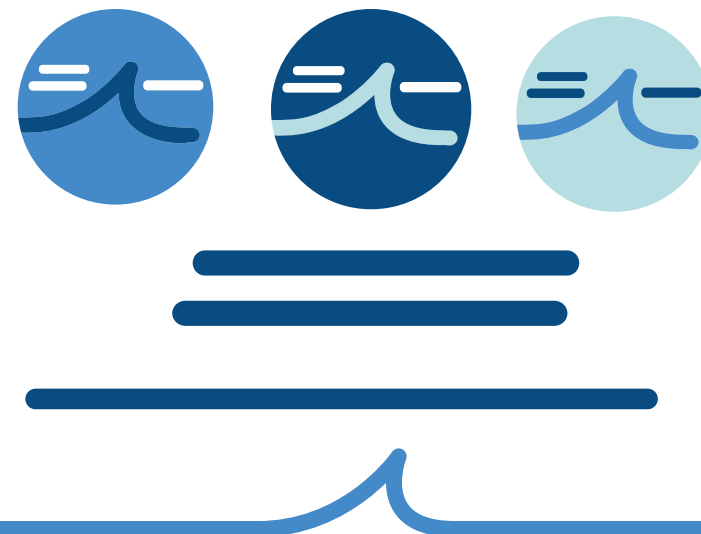
TEXTURE AND ELEMENTS

Sometimes white or cream are just not enough so we have available accent textures for print and digital.

Texture - To reinforce the free-flowing lifestyle that the Finger Lakes has to offer, optional background color waves can be used on print and digital applications. Representing wind, waves and the wide-open spaces, these contemporary backgrounds complement our logos, photography and typography elements.



Elements - Additional visual elements can be utilized for design interest. All are reflective of the logo and bolster the brand design.



VISIT FINGER LAKES

FLX *style*



You're in the Finger Lakes
Schedules be gone!
Our promise?
Your relaxation;
Your rejuvenation.
Now that's luxurious;
that's true *FLX style*.

laidback
LUXURY



redefining
LUXURY



OUR AUDIENCES

Picture our audiences and then start writing

When writing, always consider the audience first. What motivates them? What are their values? Here we describe our two types of customer, plus describe our product focused in terms of the feelings evoked by the experience. The basics need to be covered first and then, when reread, ask is this from the viewpoint of your target audience?

Our two core leisure audiences are at right here. Notice what they are seeking on their vacation – then align your words to satisfy these needs.

People who are seeking:

A vacation to get away from it all... kids, jobs, aging parents. More inclined to participate in relaxing activities: wine and craft beverage tastings, shopping, casual walks, peaceful sleep, good food. Use their vacation as a way to detach from their life and leave it behind for a while.

People who are seeking:

A unique, memorable visitor experience, something that takes them away from their job and allows them time with their significant others. They are still tethered to their life. They live an active lifestyle, love the outdoors and are thrilled by the out-of-the-ordinary. Use social media to report back real time on their vacation experiences

WRITING TO OUR AUDIENCES

In this section we provide before and after examples for style – showing the shift from identifying product attributes to storytelling by crafting compelling experiences and highlighting the emotional benefits of travel here.

The Power of Words:

- Wording should be laidback/friendly – not casual and informal.
- Wording should be authentic – not scripted/generic/contrived.
- Wording should be engaging and tell the story – not just a description.
- Use words to tease the readers to think about what's next in the story; to set out on a mental adventure of what can be ahead
- Wording should not be cliché. We stand alone. Should not include certain "tourism favorite words."

Writing Should Convey:

- A 3rd person voice.
- Benefit over product.
- Use of imagery in photos and words
- Painting a picture with text – imagine yourself there.
- The emotional feel (ethos) of Ontario County.
- Posed, not staged.
- Aspirational tone.
- Leave readers with an "emotional aftertaste."
- Genuine/purposeful – not superfluous.

Tips for Tone and Style

- Use language that is fun and positive and active.
- Avoid language which implies "work" for anyone.
- Ask how does the language engage the five senses? Use language that transports the reader into the moment you are describing.
- Write about what your experience delivers – not what it is.
- What's unique about the experience – ask what is it that makes it different, better or special?
- Create a wow: connect on the emotional level.
- What will make a visitor want to put it on Instagram?
- What is it that creates bragging rights for this experience?

WRITING SAMPLES - LISTINGS

Keep in Mind:

- Take out any wording that sounds like work.
- Add in the things that you know your audience values (trees, meticulous care for something).
- Remove any "room names" that don't add to the story.
- Remove dates – especially old dates – unless they imply a legacy.
- Add in a luxury type modifier.

Before: 1795 Acorn Inn

Hit the slopes at Bristol Mountain, and then stay in Canandaigua at a AAA Four-Diamond Award for 22 consecutive years! Prices as low as: Sun-Thu \$157 Fri-Sat \$157 The Ski & Stay program provides you with a special price that includes one lift ticket with one night's lodging. Bed & Breakfasts include breakfast one day. Children ages 8-12 receive a free lift ticket Monday-Friday. Children age 7 and younger receive a free lift ticket any day with an adult purchase.

After: 1795 Acorn Inn

It's a winter wonderland just outside the charming 1795 Acorn Inn – your home during your FLX ski and stay getaway. The skiing is exceptional at Bristol Mountain, but don't miss the unique slope-side waffle house or the chance to catch a local craft beverage or artisan bites by the fireplace at the Cannery at the mountain. Back at the inn, it's laidback luxury from the exquisite homemade breakfast to browsing the special family art to the grand finale: a sink-into-the luxury après ski suite rated AAA 4 diamond for 22 years with good reason. This ski and stay package takes away the planning and puts it all in one. See you here for the Finger Lakes – winter style.



Even Better: 1795 Acorn Inn

Step outside of the charming 1795 Acorn Inn and find yourself in a winter wonderland located just minutes from the base of Bristol Mountain. Start your day with a delicious breakfast made by the innkeeper and hit the slopes for a day of skiing fun. Take a lunchbreak mid-mountain at the picturesque slope side waffle house Morning Star Café and end your day with a visit to The Cannery, your new après ski eatery with local brews, craft whiskey and artisan bites by their roaring fireplace.

Before: Ravenwood Golf Club

Personalized service and exceptional value in an elegant golf club setting, Ravenwood Golf Club's experienced staff will work diligently to provide you and your guests with a day to remember. The reception will be hosted in The Black Raven Banquet Room, renovated in 2009, overlooking the breathtaking landscape of the championship golf course. With sliding glass doors opening to the adjacent garden with a lighted waterfall, the space is also perfect to host your ceremony. The chef has prepared suggested menus for your wedding day, but they can be customized to fit your taste.

After: Ravenwood Golf Club

Personalized service and exceptional value in an elegant golf club setting, Ravenwood Golf Club's experienced staff promises you and your guests with a day to remember. Picture your reception overlooking the breathtaking landscape of a championship tree-lined and meticulously groomed golf course. Your special event can start in the luxury of the outdoor garden featuring a lighted waterfall. Imagine that backdrop for your wedding ceremony or your sumptuous dessert center. You'll be pampered according to your tastes with chef refined menus from local favorites – ensuring your guests will be awed.



Replace

Will work diligently

The reception

Will be hosted in

Black Raven Room

Landscape ...

The chef has prepared

Why

(sounds like work)

(not personal)

(describe what hosting looks like)

(no one cares about this name)

(make it visual)

(sounds like work ...
of course he has)

This is better

promises you

Your reception

Picture .. overlooking

With sliding glass doors

tree lined and
meticulously groomed

You'll be pampered according
to your tastes ... (wait who's
missing!) Your guests will be
awed (and isn't that the desire
of every bride)

PHOTOGRAPHY AND VIDEO

Our visual mandate (and pleasure).

Our mandate is to set the bar high. The quality of our images and artwork – whether photography or video is an imperative standard. Defining quality within our brand context is the challenge. Simply – can we meet these basic test points.

Images are	Images are Not	Example
Fun and natural	staged and cliché	Someone actually falling as they cross country ski and enjoy it; kids breaking out into a soccer game at a park
Captures the uniqueness of our scenery	“an anywhere” image	Broad seasonal landscapes with our fun features of snow, leaves, sunsets, vineyards or drives along country roads
Captures the uniqueness of our history	“an anywhere” image	It’s important to keep it authentic: women’s rights, entrepreneurs, historic preservation projects
Captures the uniqueness of our architecture	“an anywhere” image	The devil is in the details here. Know our history and then it’s easier to spot: cobblestones, columns, row houses

Can our images invite inquisitiveness and a desire for that experience? We want people to look and think – what are they doing there? I want to do that too. If I can find that same experience I will be just as happy, fulfilled, smart, energetic – pick the benefit – that they are!

See our samples on the next pages that capture moments, angles, times of day, weather conditions, and real people that represent the laidback luxury and our FLX lakestyle. These are the images that will picture who we are and answer why others would like to come here!

FLVC has an expansive (thousands) collection of high quality photos and video b-roll, resulting from our ongoing priority to keep our visual assets current. When selecting images, team members and vendors should review the “Top 100” selections first. Vendors should access these photos as starting points for brand consistency. Easy vendor access is through our website at VisitFingerLakes.com/media. Internally, the Top 100 (which may actually be more than 100) are located on the P:// drive on the server, in a folder called: _01_Top 100 Photos. For efficiency and brand integrity, the Top 100 and Simpleview assets should receive an annual checkup to ascertain if there are new and better images and to “maintain weight” within the photo drives.

FOR OUR VIDEOGRAPHERS, PHOTOGRAPHERS, AND GRAPHIC DESIGNERS

Our partners in branding.

Finger Lakes Visitors Connection is always looking for photographers who naturally shoot within our brand – but mostly within our style. We prefer real people experiencing as opposed to paid models acting. It's not that we don't value paying people. Rather, we think that real people who are made "at ease" in a visitor experience are more authentic. This video and this imagery should capture the moments, the energy, the feelings. This is especially important with video which sequences the natural fun and authenticity of our products.

We know that using angles, movement, dramatic light and camera blur can bring life to the photos and again, more so, video. Can you draw the viewer into the experience by using these techniques? This is what we need to portray our brand. But again, all within the context of natural, laidback FLX casual style.

What we don't want? Cliché, overly "moody", touched up or stock photos.

Here's a quick check list!

- Is it imaginative – is it active and "all in" or carefree in nature?
- Photography should tease the story behind what is going on in the photo. What is their emotional impact?
- We like happy faces, but even better we want to capture natural human emotions – smiling, curiosity.
- Look for unique, unexpected compositions that capture real life or tell a story.
- Ensure that the travelers are engaged in the moment.
- Take the picture from the traveler's point of view.
- Make sure that the people and the action look natural, not overly posed (i.e. empty wine glasses vs. unopened wine, wine glasses poured to perfection)
- Leave space for headlines, graphic designer to work.
- Try to capture unique aspects.
- Does the picture look like it's capturing authenticity?
- Imagine captioning this photo to communicate the experience.

Promotional images are available on our website at
[VisitFingerLakes.com/Media](https://www.visitfingerlakes.com/media)



angles



moments



weather

real people



expansive



views



time of day



PHOTO CAPTIONING

Photo Captioning.

We agree, a picture is worth a thousand words. Uncaptioned photos allow people to read into the image their viewpoint on the events of the photo. Not every picture needs a caption.

When to use Captions.

Sometimes, more info is needed to draw readers, provide context and help tell the story. When we want people to “go there”, we need to tell them where “there” is.

Three simple rules for captioning.

1. Use a caption if it adds context to the image. If it could be “anywhere” a locational context may be helpful. Remember, your viewer doesn’t know what you know about this image.
2. Ensure that the caption adds new information to the story and not just duplicates what the reader sees. Ask yourself, what just happened in this photo to cause this snapshot in time.
3. Conversational language works best. Write it as if you are telling a family member or friend.



Future skiing pros have just completed the Black Diamond of Bristol Mountain, Canandaigua’s 1200’ vertical!

For example – at the image above we can see that they are kids, we can see that they are skiing, we can see that they are having fun together. What can we add? Bristol Mountain, Canandaigua at minimum or Bristol Mountain, Canandaigua, Finger Lakes, NY

To add a conversation – consider a bit more:

Future skiing pros have just completed the Black Diamond of Bristol Mountain, Canandaigua’s 1200’ vertical!



Photo credits, photo copyrights and model releases

FLVC policy requires that all photos which are shared are credited to @VisitFingerLakes.com. FLVC does not guarantee a photo credit to any particular photographer; but does attempt to credit the photographers, artists, and contributors as a group in our printed publications and where appropriate and possible on our digital platforms. With the volume of images we use, our standard practice is to acquire unrestricted rights to images.

Models for photography and videography, whether amateur or professional are required to provide a model release.

We are resetting the bar for our image library

Our signature photography and videography is focused on creating and inspiring an impression with an emotional impact. This builds the equity of our brand.

- Experience Photography (left) helps to reinforce the emotional quality while giving an understanding of our unique area.
- Editorial Photography (above) helps define the moment at a deeper level so that the viewer can imagine themselves being here.





Photo Requirements

Upload to our CMS Folder - link provided by FLVC Marketing Team

Digital Photo for Print Specifications

For printing we require RGB, non-manipulated photos in .jpg format, 300 dpi at least 8"x10". Both horizontal and vertical formats are both needed for various projects.

Digital Photo for Web

For digital we require RGB photos in .jpg format - 72 dpi at 5" x 7", 1MG or larger
Note the "square" needs for Instagram and Facebook.

Leave enough side and top space on the images for cropping by the graphic designer and other applications.

Photo Credit practices on page 25.

BRAND LOGOS

There are many facets of Finger Lakes Visitors Connection's business. Our most important one is to get visitors to come and enjoy Ontario County and the Finger Lakes. Visitors (consumers as we call them here) recognize and respond to certain aspects of an area that the "business side" of our operation doesn't need to highlight. Then, there's the specialty market where names take on nuances; and finally special programs.

Consumer Facing Logo ~ The words "VISIT" are predominantly displayed here because that's what this logo's intent is and therefore, its invitation: Come visit the Finger Lakes.

Business & Industry Facing Logo ~ Our official name is Ontario County Four Seasons Local Development Corporation. Luckily our d.b.a. is much simpler: A Finger Lakes Visitors Connection. For official business correspondence this is the correct logo to use.

Specialty Market Logo ~ Certain words need to be strong and prominent in specialty markets. They have their own lexicon and their own meaning. We will allow and want to use the specialty market logos when it can grab the attention through the logo. This is occasionally reinforced with the "visit" logo, but should be able to stand on its own as well.

Special Program Logo ~ Some programs don't talk to specialty markets nor business nor a direct communication to consumers. We'll call these "pop-up program logos or special program logos." It provides some creativity in the presentation and the words and the style, but notice the brand integrity of color, font and sizing. If you want a special program logo, reach out with the plan of why it makes sense and let's go for it!

CONSUMER FACING LOGO



What do we want the consumer to believe about our destination on first glimpse at this logo? Substantial market research was done to understand this close connection between our brand and our destination perception.

The logo is simple, clean and clear. Our lakes and our skies are the inspiration for the multiple shades of blue. Finger Lakes is represented in a modern font similar to many luxurious, upscale brands: simply and elegant. The wave is forward leaning creating some energy to explore. Visit is exactly the invitation we want everyone to receive. Here it's presented in a casual font, appropriately named, "Saturday font." It feels soft like a Saturday morning and the sweeping "s" invites our visitors to move along when they are ready. There is balance in our presentation of the

word Visit. The soft edged lines surrounding the word represent both our land and the idea that you have choices. The lines are not regimented and lined up as if you are to fall into any particular path when you come, but rather, that you can choose your path(s) when they start, when it's time to rest. In total, it's luxurious to be able to make your own choices and to just enjoy the wind, the warmth and the water of the Finger Lakes.

The fonts, colors and accents are sophisticated, upscale, classy and refined with a feeling of freedom and nature. It reflects feelings of motion, water, fresh air and relaxation as well as the excitement and friendliness that is overflowing in the Finger Lakes.

CONSUMER FACING LOGO SET



This is our signature logo to be used in marketing materials targeted to visitors. Clean, simple and symbolic of luxury.



This logo, with the Ontario County, NY added is to be used primarily when marketing within the region and there is a need to distinguish us geographically or politically from other areas of the Finger Lakes.



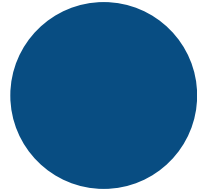
Use this logo for visitor marketing materials where we want to add the tagline and can visually support laidback luxury.



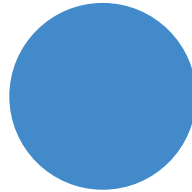
When the logo is used in collateral where the consumer is positioned to find out more, please include the website name.

CONSUMER FACING COLOR OPTIONS

2 Color Logo Preferred



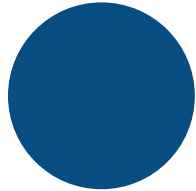
PMS 3506C



PMS 279 C



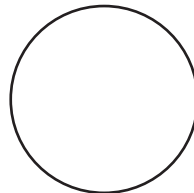
1 Color Logo Option



PMS 3506C



BLACK



WHITE



BRAND SPECIFICS

Clear space There should be the width of the letter “i” in the logo of clear space around the logo to avoid confusion and allow for the logo to stand out from its surroundings.



Minimum size When using the logo 1 inch or smaller, use the 1 color version. If there is a limited space, we have available the Favicon. See page 50.

No stretching
Please increase or decrease size proportionately.



Only use specified logo colors



Use white type over black or dark backgrounds.



Visit
FINGER LAKES

VisitFingerLakes.com



BUSINESS & INDUSTRY FACING LOGO



Finger Lakes Visitors Connection

Ontario County, NY

Finger Lakes Visitors Connection (our D.B.A. for Ontario County Four Seasons Local Development Corporation) is the official tourism promotion agency and management agency for Ontario County. Tourism here is considered big business with big benefits. Our brand promise for our “business side” portrays the same core values that we hold for our leisure market or meetings market.

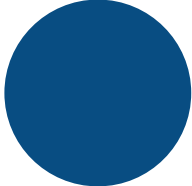
This logo is simple, yet creative. Clean and clear. It exudes stability, competence, and reliability as the colors and the fonts transfer across markets. The icon represents our care for the water and the land - our eco-conscience. The forward lean of the wave represents progress, trending, and our attention to detail. The curves echoed from the consumer logo relay our energy and our approachability.

Ultimately, all of these elements together represent both the people of our company and the status of our company in our business partner’s mind.

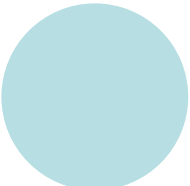


BUSINESS & INDUSTRY FACING LOGO SET

2 Color Logo Preferred



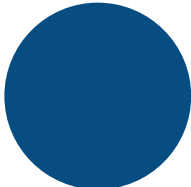
PMS 3506C



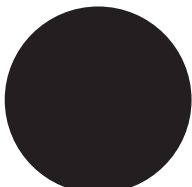
PMS 628C



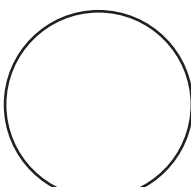
1 Color Logo Option



PMS 3506C



BLACK



WHITE



STATIONERY STYLE AND FORMAT

Avenir Roman 12 pt.

All type alignment flush left

.75 indent left

.75 indent right

Single spaced type

Spacing 0 pt. before

Spacing 6 pt. after

Paper Stock - Preferably 70# Solar
White Classic Linen



Ontario County, NY

[Insert Date]

[Recipient]
[Title]
[Company]
[Address 1]
[Address 2]
[Address 3]

Dear [Recipient]:

Fusce neque mi, consectetur gravida, convallis ac, varius a, pede. Fusce pellentesque pretium quam. Ut luctus, justo id volutpat iaculis, est diam pulvinar sem, quis bibendum turpis dui eget mauris. Sed in mauris. Ut massa. Pellentesque condimentum felis nec sapien. Integer posuere elit at turpis. Nulla facilisi. Sed sapien ipsum, commodo ut, facilisis vitae, ultrices non, metus. Aenean non nulla. Curabitur molestie volutpat magna. Vestibulum tempor faucibus nisi. Pellentesque vitae enim.

Aliquam rhoncus volutpat mauris. Sed auctor. Donec tincidunt velit et tellus. Donec sed augue eget lacus placerat adipiscing. Ut convallis suscipit nulla. Morbi posuere ullamcorper ligula. Duis sit amet odio nec lorem ornare gravida. Suspendisse ante nulla, gravida quis, eleifend sit amet, placerat eget, purus. Sed egestas magna ut erat. Vivamus euismod, odio id mattis porttitor, tellus nisl consectetur turpis, ut auctor enim justo euismod nulla. Fusce eget diam vulputate massa tempor tempor.

In ante. Phasellus convallis, nisl in vestibulum facilisis, lacus pede bibendum urna, dapibus pellentesque eros magna sed nibh. Etiam tortor arcu, porta nec, laoreet quis, mollis in, libero. Aenean dapibus est a metus. In sit amet elit. Pellentesque luctus lacus scelerisque arcu. Cras mattis diam. Sed molestie, lectus id bibendum luctus, magna orci luctus quam, et auctor urna diam sit amet ligula. Sed purus dui, suscipit et, malesuada non, consectetur in, augue. Proin et sapien. Maecenas aliquam, nibh id aliquet tincidunt, ante neque pulvinar mauris, sit amet fermentum nibh augue mollis risus.

In ante. Phasellus convallis, nisl in vestibulum facilisis, lacus pede bibendum urna, dapibus pellentesque eros magna sed nibh. Etiam tortor arcu, porta nec, laoreet quis, mollis in, libero. Aenean dapibus est a metus. In sit amet elit. Pellentesque luctus lacus scelerisque arcu.

Sincerely,

Name
[Your Title]

19 Susan B. Anthony Lane

Canandaigua, NY 14424

(585) 394-3915

VisitFingerLakes.com



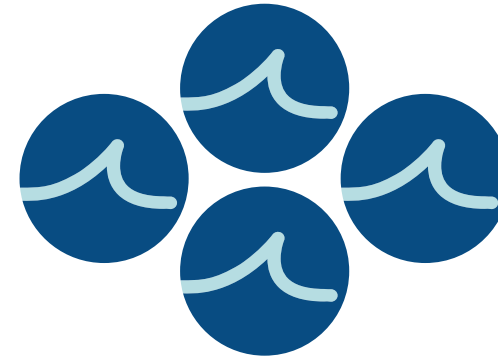
Ontario County, NY



19 Susan B. Anthony Lane Ontario County, NY
Canandaigua, NY 14424
VisitFingerLakes.com

19 Susan B. Anthony Lane Canandaigua, NY 14424 (585) 394-3915 VisitFingerLakes.com

19 Susan B. Anthony Lane Canandaigua, NY 14424 (585) 394-3915 VisitFingerLakes.com

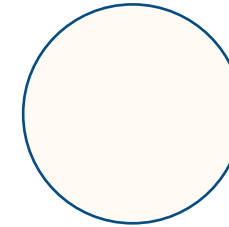


19 Susan B. Anthony Lane Ontario County, NY
Canandaigua, NY 14424
VisitFingerLakes.com

Back

BUSINESS & INDUSTRY FACING DIGITAL

To create a softer appearance on the web, when creating a digital ad or website, use Hex #ffffb4 behind logos and type. Keep white background on print materials.



CREAM
HEX #ffffb4

Business News Header



CRM Generated Letterhead



Ontario County, NY

19 Susan B. Anthony Lane

Canandaigua, NY 14424

(585) 394-3915

VisitFingerLakes.com

FINGER LAKES VISITORS CONNECTION

Companies, are more than logos and pictures and documents. The core of companies, especially in the hospitality business is people. Our industry has the unique advantage and challenge of being both high tech and high touch at the same time. People committing to working in our industry are special people - who need to display and live core values which are essential to our "hosting" operation, our community engagement, and to model our Finger Lakes lifestyle.

If you're an employee, a board member, a vendor or contractor with us - you are most successful if you adopt these as your core values when representing Finger Lakes Visitors Connection, Ontario County.



Our team!

Passionate for the FLX

We love living here. We know our roots and respect the connections between the past and our present. We are proud of our communities, we are eager to share our local brag book! We have "tips" on how you can enjoy the FLX.

Friendly & Fun

We are energized by being around interesting and diverse people. We are mentally active, creative, and expressive. We inspire positivity; seek happiness and joy!



FLVC CORE VALUES

Laidback

We are calm, easy going, and approachable. We are free of fuss - but appreciate ceremony. We can hold a conversation well, tell a story well. We can chat about what interests you.

Genuine

We foster a fresh style, rooted in FLX traditions. We are of the new world - embrace new amenities - encourage innovation in our guest experiences.

We listen; we are kind; we care about you. We cherish smiles and view them as a reward of happiness.

TEAM “BRAND STYLE”



Primary Colors



PMS3506C PMS 2196C PMS 279C PMS 628C

Accent Colors



PMS 576C PMS 141C PMS 4287 WHITE

To further express our brand, we have developed a style for our team. The look is classic, fun and professional. Using colors from our color palette and versatile styles, outfits can be put together easily. And to reflect each person’s individuality, can be tailored to the fit and cut that makes them feel their best! Branded with either Finger Lakes Visitors Connection or VisitFingerLakes logo, we will be recognized as experts in our field. Our clothing and “style” truly represent “laidback luxury”

See page 57 for guidelines for logo embroidery.

FLVC DRESS CODE PHILOSOPHY

When our team is representing Finger Lakes Visitors Connection, at work, it can be difficult to separate our personal style and life and perceptions of laidback luxury from our work style - and our visitors style. We've nailed it - so to speak - when we've dressed to represent the happy medium between working in a place that is friendly, fun, laidback from being on vacation in the same place. Obviously, there are times when you need to "dress the part to do the work." If you're hosting a fam tour and need to ski as a part of it, you're going to put on your best winter skiing outfit. Then, when the event shifts to apres ski - that's when you show our FLX style. Standout beside the firepit with a little luxury and a lot of style. Our clothing style for work - whether it be a day in the office when an unexpected visitor comes by or at a booth in a trade show or stepping onto a motorcoach to greet an inbound tour is our first opportunity to display a bit of the subtle luxury and laidback style of our destination.

We know that our style will evolve and change, and that's good and that's the challenge of representing a brand - keeping the whole team - when at business - representing our destination.

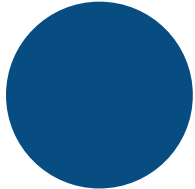
Details will be updated in the Finger Lakes Visitors Connection Employee Handbook, which we review each year.

SPECIALTY MARKET LOGO

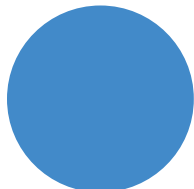
Visit
FINGER LAKES
Meet and Retreat

SPECIALTY MARKET LOGO SET

2 Color Logo Preferred



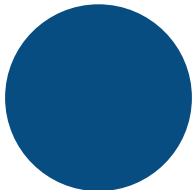
PMS 3506C



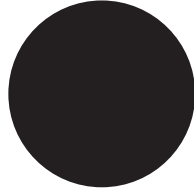
PMS 279C

Visit
FINGER LAKES
Meet and Retreat

1 Color Logo Option



PMS 3506C

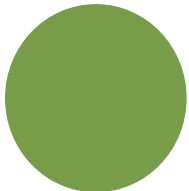


BLACK

Visit
FINGER LAKES
Meet and Retreat

Visit
FINGER LAKES
Meet and Retreat

Sub-brand accent color



PMS 576C

SPECIALTY MARKET FACING PRINT & DIGITAL



MEET and Retreat
in the **Finger Lakes**

With vibrant communities, rolling hillsides, glacier-carved lakes, and award-winning wineries and breweries, Ontario County in the Finger Lakes region is an inspired location for your next conference or meeting. Make your meeting stand out at the new state-of-the-art resort conference rooms right on Canandaigua Lake near a bustling Main Street. Or opt for unique event spaces among the vineyards to boost creativity and innovation for your team. Our diversity of flexible meeting space can be curated to your needs, ensuring a meeting that is productive, successful, and memorable for your attendees.

Destination Services

RFP & Site Selection

- Site selection services and extensive local partnerships make for an efficient and seamless planning cycle, saving you time and money
- Customized onsite and virtual site visits tailored to your needs
- Personalized presentation materials for your selection committees by request

Attendance Building Tools

- Our #VisitConfidently community promise when your attendees are in the Finger Lakes
- Complimentary gateway to meeting vendors and locations in Ontario County
- Enhanced destination experiences curated for your attendees' preferences
- Branding and image assistance to drive attendance to your meeting

Onsite Services

- In-destination collateral for attendees
- Welcome table display during check-in, upon request





When your meeting is done for the day, your attendees will be ready to explore the Finger Lakes region as a group or on their own. From tasting local flavors to getting out on the water, rest assured, we have ideas for everyone!

Let us customize your group experience

- Explore world-renowned wine country with wine and craft beverage trails
- Encourage collaboration with creative team building activities
- Taste local flavors from grape pie in Naples to farm-to-table tasting experiences
- Enjoy the wide open spaces for hiking, boating and hot air balloon rides, along with the excitement of our unique and vibrant towns
- Engage in wellness activities from alpaca yoga to cow-cuddling to spas




Contact me to help plan your next meeting!

Tracey

Tracey Burkey, CDME
Director of Sales
Tracey@VisitFingerLakes.com
cell (585) 507-7885

Finger Lakes Visitors Connection
Ontario County, NY
19 Susan B. Anthony Lane
Canandaigua, NY 14424
VisitFingerLakes.com (585) 394-3915

HS 2021 JAN 100
© I LOVE NEW YORK is a registered trademark and service mark of the New York State Department of Economic Development, used with permission.




CREAM
HEX #ffffb4

To create a softer appearance on the web, when creating a digital ad or website, use Hex #ffffb4 behind logos and type. Keep white background on print materials.

MEETINGS: MEET & RETREAT



An interesting aspect of our meetings business here is that we have the best of both worlds, it's all about a professional meeting and getting your business done during the day (or most of it!) and then making sure your attendees take advantage of the opportunity to retreat to the fun side of the Finger Lakes. What's even better, is that because of our many unique venues, you can do both at the same time.

Here are some power words associated with the Meet and Retreat experience in Ontario County's Finger Lakes. Pick your words carefully to make sure they are on target to this market. For example this market doesn't have "visitors" it has "attendees."

When you're the writer or the graphic artist, you have to think in those two worlds of MEETING (business to accomplish) and RETREATING (fun to be had afterwards) in presenting your words and images.

Inspired location
State-of-the-art
Unique
Diversity (of spaces)
Flexible
Curated (to your needs...)
Productive
Successful
Memorable
Efficient
Customized
Personalized
Enhanced (destination experiences)
Drive attendance to your meeting
Creativity
Innovation

Collaboration
Cultivate results
Your ideal meeting
Welcomes groups large and small
Craft your event
Reasons to meet
Create connections
Easy to reach (variations of this) yet far away from the everyday
Expand your meeting
Transparency
Opportunities
Bring together
Hosting safely
Comprehensive

SPECIAL PROGRAM LOGOS

Visit **Confidently**
Ontario County, NY

Some programs don't talk to specialty markets nor business nor a direct communication to consumers. We'll call these "pop-up program logos or special program logos." It provides some creativity in the presentation and the words and the style, but notice the brand integrity of color, font and sizing. If you want a special program logo, reach out with the plan of why it makes sense and let's go for it!

SPECIAL PROGRAM MATERIALS



Display "Our Community Promise" prominently next to your safety plan. This is designed to reassure the customers as they enter various businesses across the county that we are in this together and you are part of the reopening and you are making the promise to them that you're creating a safe environment and that you need their participation in these rules to keep it safe.

#VisitConfidently

ONLINE BRAND PERSONALITY.

Avatar - A company's online brand personality, which is a summary of what users are saying online about the organization and its brands.



Places the Favicon needs to be updated:

Facebook

Instagram

Twitter

YouTube

Microsoft (info@)

Vimeo

Mailchimp

Google Accounts

Pinterest

Zoom

Social Media

Focus on Lakes
Wellness
Beautiful scenery
Relaxation

VISITFINGERLAKES ON FACEBOOK



Facebook @VisitFLX

- No hashtags
- Audience skews older than on Twitter and Instagram
- Mainly female between 18 and 64 with some college
- Tone should be more reserved than on Instagram, but that does not mean boring! Keep it succinct, limit pop culture references and limit emoji use.
- Always spell out Finger Lakes instead of FLX
- Great spot to post a media win - article reshares do very well here
- Don't forget to post images as well - the nostalgia factor is huge on Facebook. Use image shared to Instagram, and be sure to add the location as the "check in"
- Post at 1x day M-F -> if there is a huge article + great photo in one day, 2 posts is o.k.
- Morning posts work best



VISITFINGERLAKES ON TWITTER



Twitter @VisitFLX

- Least effective form of social, but easiest to maintain
- Emojis work on here, and captions should be short + sweet
- Audience on Twitter is millennials
- Mainly men between 18 and 49 in urban locations, making \$75K and college educated
- Retweet partners or other relevant articles, industry news, etc.
- Can use hashtags - typically stick with #FLX
- View this as an information source, but image sharing still goes over decently - can share the IG image of the day
- At least one post or retweet M-F
- No determined timeframe for performance

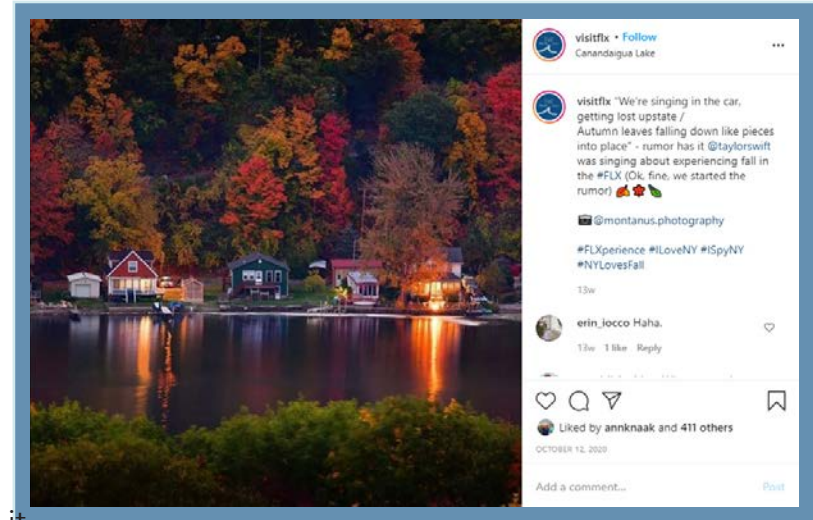


VISITFINGERLAKES ON INSTAGRAM



Instagram @VisitFLX

- This is your millennial/Gen Z/some Gen X target audience – mostly female between 13 and 29 in urban settings, making \$75K+, with a college degree
- Captions can be a bit more “fun” – pop culture references go over excellently for engagement, but not every day
- Puppies + outdoor scenic are image gold on IG
- Typically, images with people do NOT perform well. This audience wants to see the scenic for themselves, not someone else experiencing it. Exception is showing a unique experience in action – i.e., igloo brunches at Kettle Ridge Farm
- Hashtags are essential. I periodically check in with I Love NY and see what they’re using, but NO MORE than 5 hashtags – starts to look cheap. Sometimes put #FLX in caption when appropriate, but always add hashtags after photographer credit•
- UGC content is an excellent option. Monitor the #flxperience and #flx hashtags, as well as images @VisitFLX is tagged in. Photos from partners tend not to perform well in the feed.
 - Be sure to DM the photographer and ask for permission to put in feed, with credit
 - When accepted, caption should look like: Caption, Camera emoji @insertnamehere, Hashtags -> #flxperience #flx #ispyny #seasonalilovenyhashtag
 - Tag the photographer in the image as well, and if it is at a business in Ontario County tag them too. Don’t forget the location!
 - Try not to use the same photographer more than 2x/month – but if the image is irresistible, go ahead!
 - Keep in mind diversity of location too
 - I Love NY is great at posting about the “national” days – i.e., #NationalPizzaDay – if they post about a day, and there’s a relevant partner, include them!
- Post only 1x per day Monday – Friday. If you don’t see any good images, better to “skip” a day than to post a low-quality image.
- Instagram stories: a great spot to share deals, images, and promotions from partners/local businesses. When sharing, add in the location tag too, for easier engagement.
- Link in bio/click throughs do not do well on Instagram
- Posts between 11 a.m. and 12 p.m. perform the best – closer to 11 than 12 if possible



VISITFINGERLAKES ON LINKEDIN & YOUTUBE CHANNEL.



LinkedIn is primarily a Business to Business tool. It is especially useful in establishing relationships for sales for meetings and conferences. It provides the opportunity to position our team as authorities in subject areas. FLVC is developing its efficacy with LinkedIn, but in short and very preliminarily, these suggestions are valuable endeavors to portray the FLVC brand through LinkedIn.

- We must thoroughly complete our company profile
- Complete our business profiles and engage the team to tie their personal (professional) profiles to our business page.
- Encourage followers - and follow back, we can learn this way
- Encourage the team to join appropriate industry groups for networking strength
- Endorsements of the team or the business are valuable assets in building our reputation as a travel, tourism and hospitality, subject authority.



The best way to describe FLVC's YouTube presence is as "a work in progress." We are well aware that over 500 minutes of YouTube videos are uploaded every minute. While we have taken the initial steps of claiming our YouTube channel, we know that we need to look back - to purge those items which are detrimental to our current brand - and look forward and be aspirational in terms of what can be as we build our library of video content.

Key steps include keyword alignment, optimization of both videos and channel, interaction with our viewers to build audience, and extension of our brand and reach. Our reference document is this: <https://blog.hootsuite.com/youtube-marketing/>. We will soon be assigning team leadership.

PROMOTIONAL ITEMS



PROMOTIONAL ITEMS



The Finger Lakes has a reputation for quality craftsmanship. FLVC takes pride in our local artists and retail communities and will make our selections of promotional items and gifts in this order.

#1. Is it locally crafted, grown, manufactured?
(Ontario County, then FLX, then NYS; then USA.)

#2. Partner engagement in FLVC programs and marketing endeavors will create favor in vendor selection

Quality Process:

FLVC prefers embroidery on clothing. Quality silk screening is acceptable when lake names are involved.

Placement:

Logo placement - please make sure the placement does not compromise the integrity of the art. Select the logo which fits best for the size of the selected logo.

For placement other than breast pocket, cuff, or upper center of back seek approval.

Lakes and I Love NY:

If showing lakes, make sure all 11 lakes are showing, especially the five lakes of Ontario County.

Check if I Love NY is required or permitted. If used that all guidelines are followed and permissions granted.

It is recommended that all items bearing the logo receive a two person approval before final commitment.

See VisitFingerLakes.com/partners/brand resources and logos for updates.

Preferred Logos for Embroidery



Finger Lakes
Visitors Connection

Visit
FINGER LAKES



We hope you find the Ontario County Tourism Brand Standards Manual helpful and easy to use. If you have any questions, please contact the Finger Lakes Visitors Connection marketing team.

Finger Lakes Visitors Connection
19 Susan B. Anthony Lane, Canandaigua, NY 14424
(585) 394-3915
Valerie@VisitFingerLakes.com

For partners who wish to use our logo as a part of their promotional materials, logo files are available for download.

Please visit:

VisitFingerLakes.com/partners/brand-resources-and-logos

Thank You

UPDATES AND AMENDMENTS

We will continue to engage and consult with you to ensure that we're providing the right kind of tools and resources to amplify the voice of the brand through all of our collective marketing efforts.

Over the coming months, we will provide updates and resource details, through our newsletters and corporate website. When we harness our branding efforts and align around what we stand for and who we are as a destination, we can strengthen the magnetic pull of our new brand.



Visit
FINGER LAKES

VisitFingerLakes.com