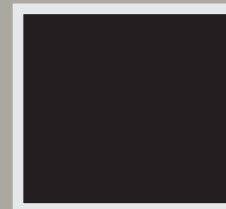
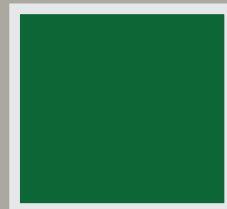
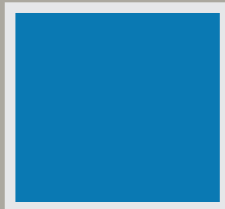


Brand Guidelines

Huntingdon County Visitors Bureau



Current as of July 9, 2024

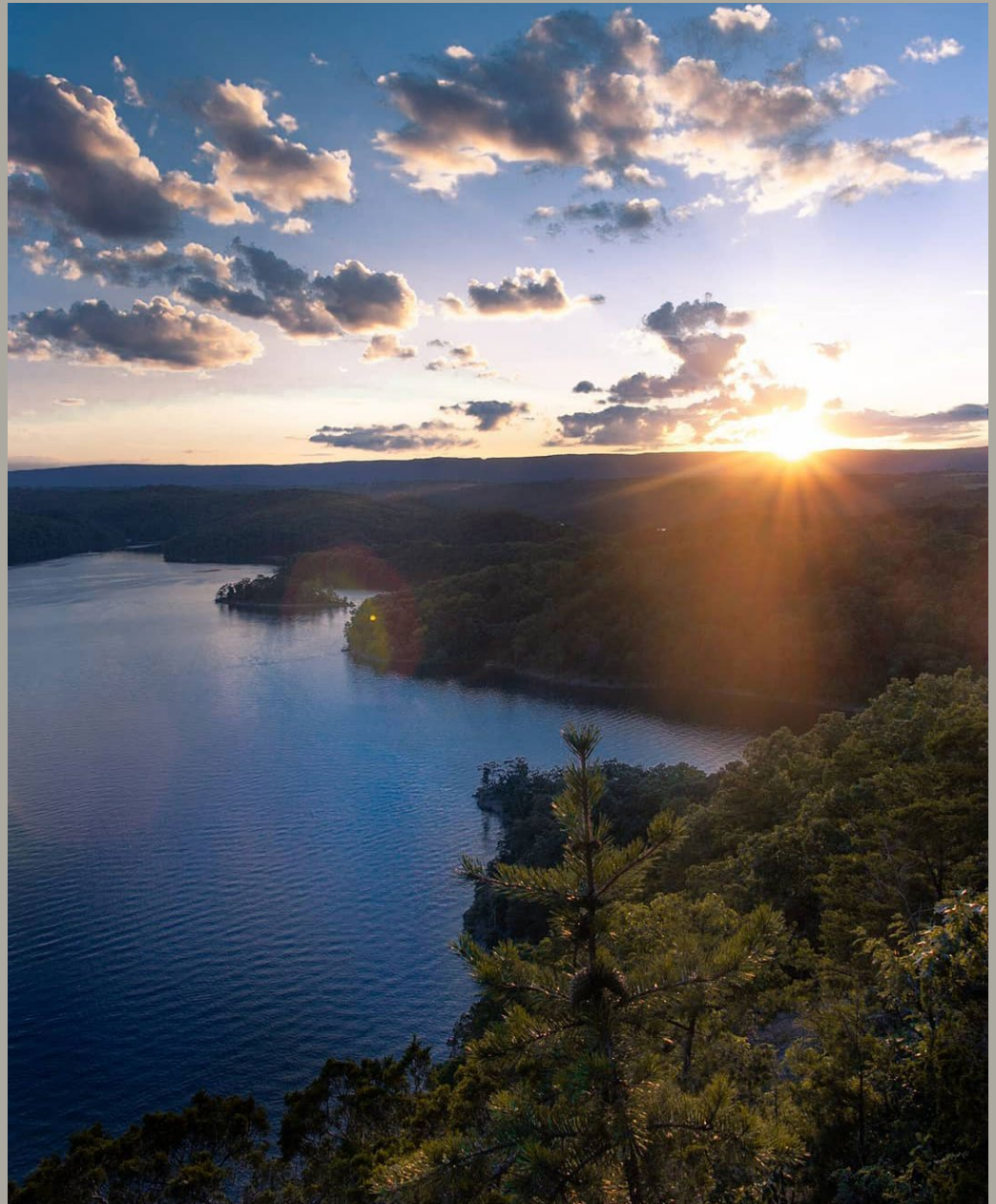
About Us

Huntingdon County Visitors Bureau is the official designated and mandated tourism promotion agency for Huntingdon County, Pennsylvania. The Raystown Lake Region of Pennsylvania serves as its brand.

The largest lake within Pennsylvania, Raystown Lake is the top tourist attraction in Huntingdon County, with 118 miles of unspoiled shoreline and 135,000 land acres open to the public throughout the county to explore. Raystown lake spans 32 miles and two counties in the state.

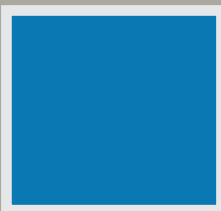
OUR MISSION

HCVB designs and launches strategic marketing initiatives that will result in increased visitation to the county. HCVB is a 501 (c)(6) non-profit corporation headquartered in the Raystown Lake Visitor Center at 6993 Seven Pts Rd, Hesston, PA 16647.

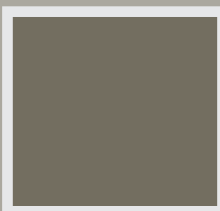


Color Palette

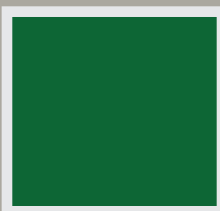
Inspiration



#0179b3
C:87 M:46 Y:9 K:0
R:1 G:121 B:179



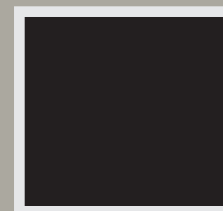
#736d61
C:53 M:48 Y:58 K:19
R:115 G:109 B:97



#046635
C:90 M:34 Y:100 K:28
R:1 G:121 B:179



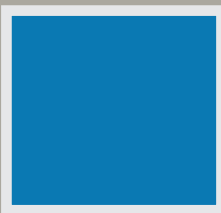
#ffffff
C:0 M:0 Y:0 K:0
R:255 G:255 B:255



#000000
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

Color Palette

Inspiration



#0179b3
C:87 M:46 Y:9 K:0
R:1 G:121 B:179



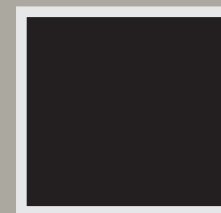
#736d61
C:53 M:48 Y:58 K:19
R:115 G:109 B:97



#046635
C:90 M:34 Y:100 K:28
R:1 G:121 B:179



#ffffff
C:0 M:0 Y:0 K:0
R:255 G:255 B:255



#000000
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

Logo variations

Fonts & colors

Raystown - **Arioso** font in **Bold** typeface, downstyle (first letter capitalized, rest lowercased)

L A K E R E G I O N - **Source Sans Variable** font in **Semibold** typeface, all caps, 400 kerning (i.e. distance between letters)



Full color Blue #0179b3, Brown #736d61, Green #046635



3-color Blue #0179b3, White #ffffff, Green #046635



3-color Blue #0179b3, Black #000000, Green #046635



One color Black #000000



One color White #ffffff



Mountains and waves may stand alone in approved applications
2-color Blue #0179b3, Green #046635

Logo variations

Special editions & parameters



Note: Text, objects, clipart etc.
must remain a minimum of .125"
outside the boundaries of the logo
and may not be overlaid.