

NATURALLY  
**CRAFTED**  
-SINCE 1820-  
IN UNION COUNTY, OHIO



## Naturally Crafted Partner Handbook

**UNION COUNTY**  
TOURISM

MARYSVILLE • PLAIN CITY • RICHWOOD

Mitchell's Berries & Blooms - Plain City, Ohio

# Table of Contents

Background	3
Brand Story	4
What is the Naturally Crafted campaign?	6
Participation Benefits	7
Partner Eligibility	8
Categories	9
Usage and Program Oversight	10
Application	11



Ohio Till Farmstead - Marysville, Ohio

## Background

In early 2022, the Union County Convention & Visitors Bureau board of trustees and staff selected Chandlerthinks agency to research and identify “who” Union County is and how to share its stories and essence with its varied audiences. The branding initiative was to define what makes Union County special and how to turn that into a marketing focus to attract visitors and reach residents. Union County Tourism leadership is pleased to present the new destination brand, as well as opportunities for business partnership, growth, and development.

There are many ways that a brand can tell its story. These various storytelling elements are known as “expressions.” For the new Union County destination brand, the expressions of a tagline, logo and a visual platform were created to tell the Union County story. The intent is to reinforce Union County’s strengths and points of competitive differentiation. The brand story is more than a tagline, it is a story that tells where Union County has been and more importantly, where it is going.





# Brand Story

Just head out on the open road down Route 33, and you're bound to get the sense that Union County may well be a rarity in a world where throwaway, mass-produced and copycat archetypes are more the norm.

Here, the wide-open spaces of the rural countryside act as canvases for a bounty of creative ideas, locally grown and crafted products, uncommon experiences, and opportunities that reflect the unique history, traditions and vision of this special place, connecting the past and present with generations to come.

Have you ever dined on farm-to-table fare under a covered bridge by the light of the setting sun? Have you ever watched a group of hot air balloons rise slowly aglow against the evening sky? Or viewed a sunset while doing yoga in a wildflower meadow? Have you ever sampled gooseberry wine or sipped an herbal soda? Or found a handcrafted piece of folk art, pottery, or unexpected primitive treasure in the middle of a charming Main Street?

From the historic covered bridges, wineries, breweries and local produce stands scattered throughout the scenic countryside to the farm to table dining, baked goods, colorful murals, hand-tooled bats, Amish made furniture, soaps, home decor, live music, trails and Art Deco theatre, every one-of-a-kind experience, artisanal product and memory in Union County is authentically and thoughtfully crafted in care from the hearts, minds and hands of the people who



The Flour Barn - Marysville, Ohio

live and work here. And each tells a story that simply can't be duplicated anywhere else.

Through the years, Union County has thrived without having to change much of what really matters. Steeped in a solid foundation of agricultural history and roots tied to the land, it is on this fertile ground that even greater things have been built. A strong work ethic and attention to craft at the highest level of quality is manifested today in the county's high standard of living, educational institutions and economic development. And though Union County is one of the fastest growing counties in the state, agribusiness, and agriculture are still dominant industries today, and a burgeoning agricultural research and development infrastructure and technical ingenuity mean this sector will continue to thrive and grow in the years to come.

What attracted visionary thinkers, farmers, designers, builders, and creators, such as Reuben Partridge and O.M. Scott more than 150 years ago, still attracts global enterprises, such as Honda, chefs, brewers, artists and other groundbreakers today, as well as those looking for a refreshing getaway and an unexpected good time.

Union County's fresh air, beautiful, bountiful land and naturally crafted treasures remain invaluable and will be carried in your heart long after a visit. Yet, Union County's most alluring product of all may be its sense of place, preserved in the special moments, feelings, experiences, and memories of those who venture out and spend time here.

Union County, Naturally Crafted.



## What is the Naturally Crafted Campaign?

The Naturally Crafted campaign is a program developed and managed by Union County Tourism to collectively market Union County's naturally crafted products and experiences to residents and visitors.

Union County Tourism will use this campaign in a variety of print and digital expressions in the leisure, group tour, wedding, sports event and meeting markets. Union County Tourism leadership is inviting you to capitalize on the opportunity to tell our collective story and grow your business by incorporating the Naturally Crafted campaign into your goods, products, services, experiences, and business.



Dalton Union Winery & Brewery - Marysville, Ohio

## Participation Benefits

Once approved, partners will have the opportunity to:

- Advertise their products, goods, or business as being certified with the Naturally Crafted campaign mark.
- Have their business identified as a Naturally Crafted destination on Union County Tourism materials, visitors guide, and website.
- Be included in specific Naturally Crafted local, state, and regional marketing opportunities.
- Be invited to participate in the Naturally Crafted Trail.



Bokes Creek Winery - Raymond, Ohio



## Partner Eligibility

Partners who offer products, goods, or experiences that are Naturally Crafted will be considered for inclusion.

## Definition of Naturally

- Without special help or intervention; in a natural manner.
- In a normal manner; without distortion or exaggeration.
- By nature.

## Definition of Crafted

- An activity involving skill in making things by hand.
- Work or objects made by hand.
- Skill in carrying out one's work.
- Denoting or relating to food or drink made in a traditional or non-mechanized way by an individual or a small company.
- The members of a skilled profession.

Partner must meet at least one of the criteria under the following categories.



Union Station 1820 (Welcome Center) - Marysville, Ohio



# Naturally Crafted Categories

## Arts & Culture

- Original piece of music
- Original theatre or dance performance
- Original piece of visual/physical art
- Original piece of literature

## Buildings/Structures

- Local materials
- Local architect
- Notable design

## Experiences

- U-pick
- Agri-tourism
- Nature oriented event
- Class

## Food & Beverage

- Grown in Union County
- Contains at least one locally sourced ingredient
- Small batch and/or made by hand
- A signature recipe developed and only found in Union County

## Goods

- Made in Union County
- Made with Union County materials

## Other

- Don't see your "item" or "thing" listed here, no worries, let's talk!

## Preferred Criteria

- Small business
- Single location
- Family owned (Union County)
- Locally sourced ingredients/materials

## **Campaign Mark Usage**

The Naturally Crafted campaign mark may be used in the following ways:

- On a menu
- Printed on packaging
- Sticker added to packaging
- Tag attached to packaging or item
- Engraved
- Culinary/beverage design
- Landscaping

## **Branding Usage**

- Trademark owned by Union County Tourism (pending)
- Permission to use the mark does not expire unless the product changes.

## **Inspiration and Encouragement**

The Union County Tourism team wishes to operate the Naturally Crafted program with a spirit of inclusion, while maintaining authenticity and credibility. With that, the Naturally Crafted Committee is happy to meet with partners to brainstorm creative ideas and discuss opportunities for Naturally Crafted participation.

## **Naturally Crafted Committee**

The Naturally Crafted Committee of the Union County Tourism board is responsible for oversight and management of the program. The Committee will assist with the following:

- Education of the program
- Nurturing a culture of inclusion
- Ensuring that the product(s) or item(s) fit criteria
- Advise participants and Union County Tourism
- Review campaign mark placement
- Enforce trademark and partner usage, as needed
- The committee reserves the right to use or not use the Naturally Crafted brand, as they see fit.

## Application

- Contact Union County Tourism to request an application.
- Application will be reviewed by the Naturally Crafted committee.
- Applications are reviewed monthly or on an as needed basis.

## Program Contact



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The Maize at Little Darby Creek - Milford Center, Ohio



# UNION COUNTY

## TOURISM

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