



FREQUENTLY ASKED QUESTIONS

Q: Why did you create this brand?

A: This brand is part of a larger initiative known as the Brand York Project. Launched in 2017, the initiative aims to uncover and tell the unique stories of both York County and Downtown York. The community-driven, research-based project has created brands for both York County and Downtown York that will help us stand out in the marketplace and drive tourism, economic development and more.

Q: How did you make this brand?

A: We've been working together with our partners across York County. A Brand York Steering Committee comprised of representatives from the York County Convention & Visitors Bureau, Downtown Inc, the York County Community Foundation, the York County Economic Alliance, the York County Cultural Alliance, York County Government and Main Street Hanover has been working with Nashville-based North Star Destination Strategies to build the brands.

That work has taken place in three phases: a research phase, a creative phase and an implementation phase.

We started with a comprehensive research phase that included site visits, community surveys, focus groups and more. Those findings were used to create a brand platform statement – or strategic DNA – for both York County and Downtown York.

After creating the brand platform, North Star Destination Strategies worked with the Brand York Steering Committee to develop a tagline, logo and advertising look as part of the creative phase.

We have now reached the implementation phase.

Q: What inspired the tagline of “Have It Made Here”?

A: What about York County didn’t inspire this tagline? From the literal making of food and other iconic products, to making history, to “having it made” with our high quality of life and scenic landscapes, our maker’s spirit shone through in the research. Now, it is calling out to visitors that York County is the place to make memories.

Q: Why did you choose this logo?

A: We love this simple yet effective mark that reflects the close-knit communities and welcoming nature of the people of York County. The split circle evokes a sense of opportunity and support, but also acts as a camera viewfinder, putting York in the center. The split circle can be used to house multiple things, making it easily adaptable for other organizations, such as Downtown York. The script typeface applied to the tagline gives a tone of warmth and personal connection, which will entice visitors.

Q: What inspired the colors behind the brand?

The blues and greens have a natural quality, while the grays bring a nice counterbalance and nod to the industrial nature of the county. This produces a crisp, calm palette which reinforces the feeling that the strapline evokes.

Q: Where will we see the brand?

A: Hopefully, all over York County and beyond! Over the next several years, the York County Convention & Visitors Bureau will lead the charge to educate the community and share how the brand can be integrated into York County from policy to planning to promotions. We will involve organizations and destinations in York County to incorporate brand elements so that guests have a branded experience when they visit our destination. Eventually, an advertising campaign will be launched in Baltimore, Philadelphia and other surrounding markets to draw visitors to York County.

Q: Hasn’t York had A LOT of brands? What makes this one different?

A: While there have been several brands throughout the years, this one stands out chiefly because of the collaboration it has fostered. This project brought together partners from across the county. Together, we’ve built an interconnected branding campaign with reinforcing messages. That collaboration has trickled down to the community, which offered wide input in the research that created the brand. Moreover, this project is different because it has a sustainable funding stream available in the York County Tourism Grant Program.

Q: What does it really mean when you say “York County Convention & Visitors Bureau is leading the charge” to carry out this new brand?

A: As stated before, this brand has been a collaborative project from the beginning, and it is our intention for it to be a brand for all of York County. However, someone must take the

lead. As the official tourism promotion agency for the county, the York County Convention & Visitors Bureau already markets to visitors to explore everything our county has to offer and is a natural home for the brand. It's our job to ensure this brand doesn't end up as just another plan stashed away on a shelf and forgotten. Members of the Brand Steering Committee will support the CVB by implementing the brand standards in their organizations and lending a hand in spreading excitement for our new brand. As a committee, we will all work together to collaborate on creative ways to bring it to life. However, we don't want to make this process overly bureaucratic. We will share the brand's creative assets, offer some basic guidance and then take a step back and watch our community use it in beautiful ways. Soon you can find the logos and graphic standards guide at haveitmadehere.com

Q: How'd you pay for all this?

A: The Brand York project is funded by the York County Tourism Grant Program. Launched in 2017, the matching grant program aims to boost tourism to York County. The program is funded through a hotel room tax enacted by York County Commissioners. The York County Tourism Grant Committee funds projects that expand or improve tourism promotion and development in York County. Organizations on the Brand Steering Committee have also contributed to the creation and implementation of the York County brand through financial and in-kind contributions.