

Tourism Grant Branding Requirements

The goal of most Explore York awarded grants is to fund travel and tourism initiatives to York County, Pennsylvania resulting in increased overnight stays. Funds generated through the Hotel Occupancy Tax program are then reinvested back into our community through our economically stimulating, highly impactful Tourism Grant Program.

Explore
YORK



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WHY THE "Y"

Visitors spend an average of one billion dollars and the tourism industry employs more than 7,000 people in York County. Explore York positions our area as a sought-after destination through comprehensive tourism sales and marketing programs — branded with one unifying logo, the York County Destination Brand "Y." This simple but strong brand is based upon our Makers Spirit. It is our mission to work with community leaders to provide an enriched, unified experience for new and returning visitors as well as to foster a sense of belonging and pride in those who call York County home.



Incorporating the Explore York and Destination Brand logo and messaging is a form of destination marketing and has many measurable benefits beyond the life of your grant. Impressions generated by destination marketing efforts increase visitor spending. This translates to significant economic benefits, including job creation, tax revenue generation, and support for local businesses. The ripple effect of effective destination marketing strategies also strengthens our community's overall image and enriches the lives of residents. Simply put, tourism supports a broader range of amenities and cultural offerings.

Have it made here in York County, Pennsylvania.



THE BASICS | PRINT & DIGITAL | ALL GUIDELINES MUST BE FOLLOWED

All grant-funded materials must be submitted to Andrea@YorkPA.org a minimum of seven (7) working days in advance of printing or publishing.

Our logos and taglines can be downloaded from our website at YorkPA.org/grants/destination-brand-logos/ and are not to be modified in any way. If you have any questions at all, please contact us for guidance.

At a minimum, Explore York's logo must appear in all grant-funded collateral, including:

- Print Media
- Digital Media
- Electronic Media
- Video
- Websites
- Event Signage
- Advertisements

If your organization is soliciting tiered sponsorships, Explore York should either be listed as the Presenting Sponsor or receive the same recognition benefits as other sponsors at the funding level received.

If your organization received a higher dollar level grant (\$50,000 +) you should incorporate additional brand elements into your marketing strategy including the tagline, Explore York color palette, and split circle elements. Align your event with our area by using the Explore York / Destination Brand logo on promotional items — particularly items that out-of-market visitors take home with them.

Whenever possible, the logo must be linked to Explore York's homepage (YorkPA.org).

Press Releases should acknowledge grant funding received by Explore York and include our approved boiler plate text. See press release template and best practices included in this document.

Speeches given at grant-funded events should mention grant funds received through Explore York.

Be sure to gain extra attention to your project by:

- Listing public events on Explore York's event calendar (YorkPA.org/events/submit-your-event/)
- Tagging us in social media posts
- Requesting to use Explore York backdrops and feather banners at your event

#ExploreYorkPA
#HaveitMadeHere

Brand Board

Logos are available in a variety of formats and may not be modified in any way. They are available for download at:

YorkPA.org/grants/destination-brand-logos/

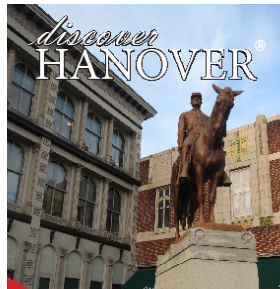
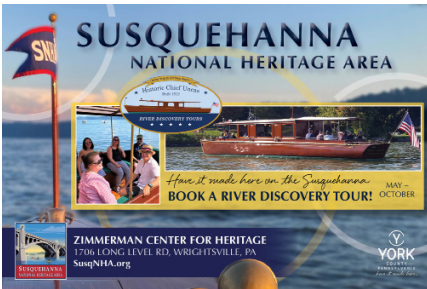
The Explore York Destination Brand logo should be used at all times. If your grant is a Sport York initiative, incorporate that logo as well.



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inspiration



TAGLINE | *have it made here*

Perfect "as is" for people making products here in York County, PA... but feel free to be creative! Memories Made Here, History Made Here, Family Fun Made Here, etc.



APPROVED COLOR PALETTE

	PMS: 282C CMYK: 100/87/42/52 RGB: 0/169/143 WEB: 011E41		PMS: 424C CMYK: 58/47/47/14 RGB: 111/114/115 WEB: 6F7273
	PMS: 3268C CMYK: 90/3/58/0 RGB: 0/169/143 WEB: 00A98F		PMS: 376C CMYK: 56/3/100/0 RGB: 128/188/0 WEB: 80BC00
	PMS: 7474C CMYK: 100/3743/9 RGB: 0/116/131 WEB: 007483		PMS: 369C CMYK: 68/12/100/1 RGB: 96/165/18 WEB: 60A512
	PMS: 421C CMYK: 32/24/26/0 RGB: 176/179/178 WEB: B0B3B2		PMS: 2427C CMYK: 91/36/100/34 RGB: 0/93/30 WEB: 005D1E

Press Release Template & Tips

News releases should be timely. They should have relevant proximity, significance, prominence, and/or human interest.

Work from most important information to least important in the body of the release.

Include or attach relevant images or documents if necessary.

If sending via email, include "PRESS RELEASE" in the subject line.

Add any other specific instructions for distribution if necessary.



[Insert company or organization logo and address or place on letterhead]

Date

FOR IMMEDIATE RELEASE

Name

Title

Company/Organization

Phone Number & Email Address

[HEADLINE]

[Sub-Headline]

[City, State] – [Brief Introduction: Start with a captivating lead sentence. Summarize the most important information.]

[Body Paragraph 1: To include the most important details, such as who, where, and what.]

[Body Paragraph 2: To include the why and a relevant quote or two.]

[Closing Paragraph: Least important information here. Final information, quotes, or details important to this announcement.]

[Add Boiler Plate Information here. This is information about the company or organization. Include a mission or vision statement, and any relevant background information. Include website, social media links, and necessary disclaimers.]

[Add three hash tags to signify the end of the news release]

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A Few Helpful Tips & Contacts

No matter how wonderful your event is, if you don't advertise, nobody will know about it. The goal of any advertising program is to cost-effectively reach the largest targeted audience possible.

Keep a record of all the places you contacted as well as received media coverage to include in your post-grant report.



Align yourself with the Explore York brand by including our logo and linking to YorkPA.org

Brochures
Rack Cards
Posters & Flyers
Your Website
Blogs
Newsletters



Post your event on community calendars

Your Website
Your Social Media Channels
[Explore York's Events](http://ExploreYork'sEvents)
Online Radio & TV Calendars



Maximize your coverage by tagging Explore York

#ExploreYorkPA
#HaveitMadeHere

Facebook
Instagram
YouTube
LinkedIn
X
TikTok



Advertise your event with a targeted plan

Digital Campaign
Print Ads
TV / OTT
Radio / Streaming / Podcasts



Central Penn Business Journal
editorial@cpbj.com

The York Dispatch
yorkdispatch.com/contact-us

York Daily Record
York Sunday News
ydr.com/contact/staff



ABC 27
news@abc27.com

CBS 21
news@cbs21.com

FOX 43
fox43.com/submit-story-idea

WGAL-TV
news8@wgal.com



[Froggy 107.7](http://Froggy107.7) / [Rocky 98.5](http://Rocky98.5)
[96.1 SOX](http://96.1SOX)
[105.7 The X](http://105.7TheX)
[Newstalk 93.9](http://Newstalk93.9) / [910 WSBA](http://910WSBA)
[Warm 103.3](http://Warm103.3)