

DID YOU KNOW THAT YORK COUNTY HAS A NEW BRAND?

The York County Brand helps to establish the personality and character of our community. To **"have it made here"** encompasses the richness of York County history, agriculture, factories and craftsmanship. Whatever you are looking for, it can and has been made, created or manufactured in York County. **Have it made** in a land of agriculture and beauty with a history intertwined with the county's founders. You can **have it made here** in an economy built on a legacy of dedication by a people traditional and industrious in character.

In a time of endless interruptions and distractions, York County strives to give each resident and visitor the opportunity to live life more fully and to have time for the things that matter – to be the place where their lives are finally **made**.



HOW DOES THIS BENEFIT MY YORK COUNTY BUSINESS?

You are part of why people **"have it made"** in York County. By collaborating with diverse York County businesses, you can help bring a strong identity and unity to York County's message to the outside world. We can all take pride in our reputation as the place to **have it made**.

By becoming an early adopter of the York County brand your business receives:

- Opportunities to have your business/organization acknowledged or promoted in county tourism promotional material
- Access to technical assistance for integrating the brand into your organization
- The chance to be part of a community working together with a unified message to visitors and locals about our county

Who can use the York County Brand?

- Museums
- Artists
- Manufacturers
- Parks & Trails
- Wine, Beer & Spirits Makers
- Large companies
- Small companies
- Boutique stores
- Nonprofits
- Restaurants
- Theaters
- Farmers Markets
- Tourism Destinations
- Hotels
- **Your Company or Organization**



HOW CAN I USE THE YORK COUNTY BRAND?

- Display **"have it made here"** signage or have a selfie-wall painted for photos
- Sell **"have it made here"** merchandise such as glassware, baseball hats and tee-shirts
- Co-brand with your organization using your logo on one side of an item and the county logo on the opposite side
- Include ways to **"have it made here"** in your employee recruitment materials
- Export the brand on the packaging of your York County-made product
- Use the brand as part of your special event
- Create **"have it made here"** gift baskets for your business travelers
- Provide reusable shopping bags with the York County logo
- Talk to us about your own unique, creative idea!



HOW DO I GET STARTED?



A UNIFIED DESTINATION
BRAND FOR YORK COUNTY



The easiest way to get started is to add the county symbol to your website and link it to www.haveitmadehere.com.

Links to download the logo can be found on haveitmadehere.com, along with the toolkit containing the color palette and fonts.

To get started now contact:

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www.haveitmadehere.com

**York County Brand Management
Team Partners:**

- Cultural Alliance of York County
- Downtown Inc
- Explore York
- Main Street Hanover
- York County Community Foundation
- York County Economic Alliance
- York County Government

York County now has a new destination brand to attract visitors built on the maker's spirit that drives our economy. The **have it made here** brand offers something for all local communities and organizations within York County. Embrace the county brand and help build brand awareness for York County, PA.

