



YORK

— COUNTY —

PENNSYLVANIA

have it made here SM

Grant Recipient
BRAND STANDARDS

DESTINATION BRAND REQUIREMENTS

All York County Tourism Grant Recipients are required to incorporate elements of the Destination Brand into all printed, digital collateral, and items produced with grant funds. These guidelines ensure all participants follow a coordinated strategy for marketing to consumers in a professional and unified way. From ice cream to pretzels, manufacturing to history, the Destination Brand is intended to create a culture where visitors can literally “have it made” in York County.

When grantees sign their award contract, they agree to:

- Submit drafts of co-branded materials to Explore York’s Destination Marketing Director with at least 10 business days’ notice
- Accommodate reasonable co-branding corrections
- Use the guidelines below to accurately incorporate the York County Destination Brand and Explore York logos

Explore York Logo:



Should be used when referencing

- Sponsors
- Proud partners
- Fundraiser recognition
- etc.

York County Destination Branding Logo



Should be incorporated into the design of marketing material and tourist-facing materials

- This includes fonts/text colors, “have it made here”, semi-circles, branded merchandise, etc.
- The York County Destination Logo specifically should be placed on any printed or digital marketing materials and/or any materials/products produced as part of a grant-funded initiative.

Shared Tagline:

*have it made here.*SM *have it made here.*SM *have it made here.*SM *have it made here.*SM

FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats. To ensure the best quality reproduction, the following file format uses are suggested:

InDesign/ Word









.EPS .JPG .TIF

PowerPoint/ Web/ HTML

.PNG .JPG

COLOR PALETTE

The color palette provides a guide for keeping a consistent color scheme within the destination brand. Consult the color palettes shown below and work closely with professional printing services to ensure proper color palettes are used.

 PMS: 282 C CMYK: 100/87/42/52 RGB: 1/30/65 WEB: 011E41	 PMS: 3268 C CMYK: 90/3/58/0 RGB: 1/169/143 WEB: 00A98F	 PMS: 7474 C CMYK: 100/37/43/9 RGB: 0/116/131 WEB: 007483	 PMS: 421 C CMYK: 32/24/26/0 RGB: 176/179/178 WEB: B0B3B2
 PMS: 424 C CMYK: 58/47/47/14 RGB: 111/114/115 WEB: 6F7273	 PMS: 376 C CMYK: 56/3/100/0 RGB: 128/188/0 WEB: 80BC00	 PMS: 369 C CMYK: 68/12/100/1 RGB: 96/165/18 WEB: 60A512	 PMS: 2427 C CMYK: 91/36/100/34 RGB: 0/93/0 WEB: 005D1E

TYPEFACES

Files have been provided in a variety of formats that allow use of the York County logo without purchasing typefaces. The logo itself is considered a piece of artwork and should not be changed. However, if additional customizations are made to the logo, such as adding an event name, it will be necessary to purchase the typeface.

CYMBRIA ROUNDED

Logo & Headline Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Eye Catching Pro

Logo Tagline Font

1 2 3 4 5 6 7 8 9 0
a B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Optima Regular

Body Copy Font

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

LOGO GUIDELINES

The following guidelines illustrate the proper use of the York County destination logo.



Primary Color Logo

The logo may be represented in full color using either spot color or 4 color process printing techniques.



Logo Spacing

No other object should be placed within the safe area around the logo. The safe area is an area identified by the width of one of the hash marks in the logo.



One-Color & Reversed Out Logo

The reversed out (white) logo may be used only on dark backgrounds that provide sufficient contrast. The One-Color (black) logo may be used when the logo is to be printed in black and white.



CO-BRANDING EXAMPLES: EXPLORE YORK

Should be used when referencing:

Sponsors, Proud partners, Fundraiser recognition, etc.



USING THIS MAP - ABOUT OUR WALKING TRAIL.
We encourage you to walk the steps of history to read more about the Battle of Hanover and other compelling stories that unfolded here in Hanover, Pennsylvania.

Storytelling Each storyboard was carefully created to feel history first-hand through others' experiences through many eras, including the Civil War.

Where to start! Some visitors will best enjoy walking the trail as marked, however you are able to start anywhere on the trail and will still be able to understand the troop movement in Hanover, PA.

Hanover Stories As our Heart of Hanover Trail program grows, we look forward to adding storyboards from other time periods. Additional stories and context can be found on the Main Street Hanover website.

SHARE WITH US AND MAKE YOUR OWN HISTORY
As you walk the Heart of Hanover Trail, we encourage you to share your experiences with us using hashtags #heartofhanover #hanoverhistory #civilwartrails and tag us at @mainstreethanover @civilwartrails @hanoverhistory.

Heart of Hanover Trail is presented by Main Street Hanover, Inc. with support from local historians, writers, the Guthrie Memorial Public Library, and Hanover Area Historical Society.

HEART OF HANOVER TRAILS **TOUR GUIDE**

MAIN STREET HANOVER

Main Street Hanover is dedicated to expanding the economic capacity of downtown Hanover, improving the business environment, enhancing the quality of place, and increasing community synergy.

FOLLOW US AND LEARN MORE

[f /MainStreetHanover-PA](#)
[@mainstreethanover](#)
www.mainstreethanover.org

HEART OF HANOVER TRAILS **Explore YORK**
passions | have it made here.

Makers of History, History in the Making | Project funded by the York County Tourism Grant

A Full Weekend of Folk at York Expo Center

at the York Expo Center
AUGUST 12, FRIDAY 7:30pm - 10:30pm
AUGUST 13, SATURDAY 11am - midnight
AUGUST 14, SUNDAY 11am - 8:30pm

Live Music
A packed schedule at the Main Stage, New Roots Stage and Coffeehouse Stage, including a Late Night Open Mic.

Dancing
AIR CONDITIONED dance hall with Contra, Swing Dance, International Folk Dance, BalFolk and more.

Workshops & Jams
Slide Guitar with Rory Black; dance classes in a variety of styles; jams led by local performers—learn from masters!

Fun for Young Folks
Stories, sing-alongs, crankies, dancing, make & take crafts, and a family parade.

Folkways of Central PA
Go beyond music and dance to explore the local kaleidoscope of traditional arts: every community has a story.

Something for everyone!
Presented by the Susquehanna Folk Music Society with support from Explore York: have it made here!

The best weekend of the summer!

Susquehanna Folk Festival
August 12, 13, 14 2022

Lots to enjoy!
OUTDOORS and air-conditioned INDOORS
All stages and seating sheltered
Food trucks onsite, or bring a cooler
Camps onsite with power & showers
Accessible and level
Free off-street parking
Secure storage for instruments & belongings
COVID protocol to be determined in August
No pets, no smoking, no alcohol brought in

ADVANCE ALL-FESTIVAL PASS \$100
Day passes & discounts available! KIDS FREE!
info 717-745-6577
SusquehannaFolk.org/festival

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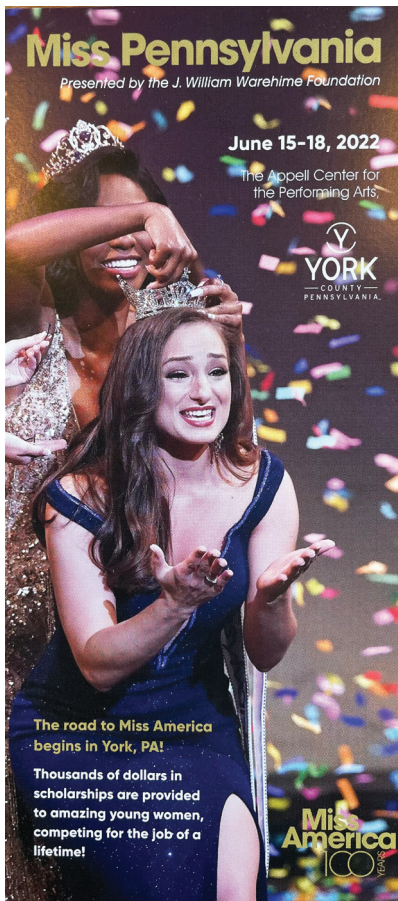
NATIONAL ENDOWMENT ARTS
CONSERVATION
YCL

SusquehannaFolk.org/festival

CO-BRANDING EXAMPLES: DESTINATION BRAND

Should be incorporated into the design of marketing material and tourist-facing materials:

- This includes fonts/text colors, “have it made here”, semi-circles, branded merchandise, etc.
- The York County Destination Logo specifically should be placed on any printed or digital marketing materials and/or any materials/products produced as part of a grant-funded initiative.



PROMOTION

To promote collaboration and the overall destination, Grantee shall include the York Destination Brand and/or Explore York logos and websites in all print and digital media as it relates to the awarded grant project.

Grantees must seek final design approval from Explore York Destination Marketing Director for any co-branded materials.

Drafts of any printed or digital marketing and publicity materials about the grant project be emailed 10 business days in advance of printing or distribution to **Melissa@YorkPA.org**.

Reasonable design requests and branding corrections must be accommodated.

The Grantee shall follow the logo guidelines when designing advertising (print or digital) or communication pieces. York County Destination Brand and Explore York logos are available online at YorkPA.org/Grants.

Design Guidelines:

Digital Media:

- Material should provide a link to designated website: *YorkPA.org*.
- Online/web communication should utilize the .png formatted logo.

Print Media:

- Smaller sized printed material should utilize the .png formatted logo.
- Large print material and vector-based artwork should utilize .eps formatted logo.
- Vector-based artwork is scalable and must be used when producing large format pieces, such as, building signs, trade show banners, window displays, vehicle wraps, and billboards.
- While the size of the logo can be scaled larger, it must retain its proportions. The logo should always be proportionate to the rest of the project.

Video Media:

- Video media should utilize the .png or .eps formatted logo.
- The Destination and/or Explore York logo should appear as the last frame in a size large enough to make it and the designated website: *YorkPA.org* easily readable by a viewer and hang on the screen for a minimum of three seconds.



I Think, Therefore I Am / A Maker

Embrace the Makers Spirit. See yourself as a maker, for example "Have FUN made here."

Tagline examples:

- Ice cream made here
- Have It Made Here in Hanover, PA



The Bread & Butter / Logo

The destination logo is available for your use in your marketing and communications, on your website, etc. Remember, the entire essence of the Destination Brand is meant to support your own organizational brand. Therefore, it is perfectly appropriate to use the York County Destination Brand logo in conjunction with your own brand message.

Some natural places to integrate the logo include:

- Banners for events, sales and activities
- Advertising/ Promotions
- Co-branded merchandise
- Equipment/ Displays/ Signage/ Exhibits
- Packaging/ Products
- Social Media/ Website/ Digital Ads
- Stationary/ Newsletters
- Presentations/ Speeches

5 WAYS To Support THE DESTINATION BRAND



Low Hanging Fruit / Easy Implementation

Keep it simple. If you've already made something, add the "have it made here" tagline to it. Other easy ways to incorporate the brand is to adopt the colors, circles, and tagline.



Teamwork Makes the Dream Work / Staff & Partners

Ensure that you and creative partners, your staff, are knowledgeable about the destination brand requirements.



It Takes a Village / Community

Participate in cooperative marketing (as a county or with other businesses) under the destination brand umbrella whenever possible.

