

Y
YORK
— COUNTY —
PENNSYLVANIA
have it made here.™



TOOLKIT

INTRODUCTION

Part of the Pennsylvania Piedmont, York County stretches westward from the Susquehanna River over fertile ground and scenic landscapes. Charming main streets and downtowns form urban centers throughout York County, each one as historic as the next. From the City of York to the Borough of Hanover, the county's architecture and monuments preserve three centuries of American life in South Central Pennsylvania.

A maker spirit drives the economy of York County like a revving motorcycle engine or a symphonic snack-packing machine. Either way, one thing is unanimous: a decades-old ethos to do what we can with what we have. Lawyers and luthiers, architects and foremen and vintners—in York County, diverse professionals share in our maker spirit. No matter their calling, these are creators, innovators, teachers, and neighbors who recall a bygone era when honing skills and owning a business were part and parcel of the American dream.

York County has a setting to suit every moment, every passion, every lifestyle. In a time of endless interruptions and distractions, York strives to give each their own, to be the place where their lives are finally made.

York County embarked upon the process of discovering and defining a memorable destination brand that brings to life what is most distinct about the County for the purposes of attracting visitors.

This brand belongs to every attraction, retailer, organization and entity in the County . . . because it is based upon our unifying essence. We want you to understand it, embrace it and use it. Extensive brand integration throughout the County is a win-win for all involved.

This brand workbook includes an overview of branding basics, briefly describes the process we took to discover the brand, reviews the strategy and creativity that brought the brand to life and includes a number of activities to help you integrate the York County brand into your own business or organization.

We are excited about this new approach and look forward to collaboration with you on this branding effort and future York County marketing initiatives.



DEFINING DESTINATION BRANDING

“A destination’s reputation powerfully affects the way people inside and outside the place think about it, the way they behave towards it, and the way they respond to everything that’s made or done there.

People only change their minds about places if the people and organizations in those places start to change the things they make and do, or the way they behave.”

SIMON ANHOLT , AUTHOR OF COMPETITIVE IDENTITY AND PLACES

“Your brand is what people say about you when you’re not around.
Branding is what you do about it.”

DON MCEACHERN, FOUNDER, NORTH STAR DESTINATION STRATEGIES

WHAT IS OUR DESTINATION/COMMUNITY BRAND?

Simply, our brand is our collective identity, expressed in many different ways when people encounter York County ... the intangible sum of all our destination’s attributes – its name; its marketing; its communications; the way hospitality employees, local businesses, and residents engage with visitors; its attractions; its history; its reputation.

York County can manage its brand or reputation by identifying its most distinct promise, and then working to consistently deliver on that promise in some way during every resident and visitor interaction.



YORK COUNTY BRAND

HOW DID WE UNCOVER THE YORK COUNTY BRAND

Our new brand identity was developed by identifying four separate points and weaving them together into a statement we can stand for called a Strategic Brand Platform.

Those four points:

Target Market:	What type of person is most attracted to our community?
Frame of Reference:	Where are we situated geographically?
Point of Difference:	What makes us special?
Benefit:	How does our unique essence benefit people?

Of course, arriving at these four points was not easy. Everyone has different attitudes, opinions and perceptions. But we talked to hundreds of people both within and outside our community. That research was necessary to develop a brand that reflects who we truly are. Our brand has to reflect our culture and history with an eye toward the future.

YORK COUNTY'S STRATEGIC BRAND PLATFORM

Target Audience: *For those who want the freedom of choice,*

Frame of Reference: *York County, on the west bank of the Susquehanna in pastoral Pennsylvania north of Baltimore,*

Point-of-Difference: *is where a maker's spirit of doing what we can with what we have offers the full spectrum of American experiences and opportunity*

Benefit: *so you benefit from the stability of traditional values and the possibility of new thinking.*



YORK COUNTY BRAND

UNDERSTANDING THE STRATEGIC BRAND PLATFORM

York County has a unique opportunity to work together to present a desirable quality of life that balances rural and urban sensibilities. The entire area allows new thinkers, artists, young families, empty nesters and others to make a difference in their own futures with contributions in a place that has been committed to the advancement of freedom, culture, and ideas throughout our history. To be able to do this in a beautiful, affordable setting is something many places cannot offer. The area has the lifestyle, higher education opportunities, and the economic workhorses that other communities desire. York County has long been a place that makes things, and Downtown York has been the setting for making change throughout history. The two are inextricably aligned and will benefit from leveraging their advantages together, with distinct appeal to many.



YORK COUNTY BRAND

BRAND NARRATIVE

Have it made in a land of agriculture and alluring beauty...

Part of the Pennsylvania Piedmont, York County stretches westward from the Susquehanna River over fertile ground and scenic landscapes. For generations, this land has proven fruitful to the families who live off its bounty and has appeared stunning to those who explore its boundaries. Whether on the Mason-Dixon Trail or sprawling fields, in thick forests or winding creeks, sustenance for the body and soul grows here. The land gives what we put in: a fall harvest, an outdoor adventure, and sunlit memories made more special by where they are made.

...with a history intertwined with the country's founders and fighters.

Charming main streets and downtowns form urban centers throughout York County, each one as historic as the next. From the City of York to the Borough of Hanover, the county's architecture and monuments preserve three centuries of American life in South Central Pennsylvania. They tell of congressional delegates who signed the Articles of Confederation, of former slaves who traveled to freedom on the Underground Railroad, of Union soldiers and WWII-era factory workers who did their part to defend the nation. With every account and every detail, it feels easier to be immersed in a deep and meaningful history right where it was made.

Have it made in an economy built on a legacy of dedication...

A maker spirit drives the economy of York County like a revving motorcycle engine or a symphonic snack-packing machine. This means loud bursts of productivity that announce the region's continued excellence in manufacturing and innovation, or perhaps a dynamic opus that sings the praises of the varied enterprises represented here. Either way, one thing is unanimous: a decades-old ethos to do what we can with what we have. Today, we have a skilled workforce aided by the latest technology, as well as the trust of companies like

Harley-Davidson, Utz, and Snyder's of Hanover to handle their iconic products—because they know that the county is one of few places where they can be made.

...by a people traditional and industrious in character.

Lawyers and luthiers, architects and foremen and vintners—in York County, diverse professionals share in our maker spirit. No matter their calling, these are creators, innovators, teachers, and neighbors who recall a bygone era when honing skills and owning a business were part and parcel of the American dream. They are passionate about their craft, diligent in their labor, and eager to pass on their knowledge to a new generation. So we give our children the opportunity to learn these customs in K-12 schools and institutions of higher learning like York College and Penn State York, hoping to raise future electricians, entrepreneurs, and engineers in the same classrooms where they've always been made.



As we discuss ways to integrate York County's brand into your marketing and communications, your brand narrative is copy that establishes the emotional tone of the brand.

YORK COUNTY BRAND

BRAND NARRATIVE

Have it made in a community working together...

Bound by land and heritage, by work and ethic, York County fosters a community that is genuine and conscientious, persistent and supportive. Just as the York Plan inspired the region's industrialists to band together in the nation's service, the emphasis on assistance and collaboration convinces us of the value of staying together. It lets us organize cultural performances, provide much-needed resources and social services, or simply be present for one another in hardships and in triumphs. Ours is not a network of contacts and acquaintances but a circle of friendships that grow stronger where they were made.

...for a life worth living.

York County has a setting to suit every moment, every passion, every lifestyle. For the solo traveler, the outdoors beckon in all four seasons, from the golf green to the ski slopes. For the young family, a first home awaits, close enough to the big cities yet far from all their noise. For the painter, there is a panorama on the edge of town; for the critic, an art show downtown. In a time of endless interruptions and distractions, York County strives to give each their own, to be the place where their lives are finally made.

Have it made here, in York County, Pennsylvania.



GRAPHIC STANDARDS & BRAND IDENTITY

GRAPHIC BRAND IDENTITY

Next we developed a graphic identity to represent our brand strategy visually. The hardest working elements of this graphic identity are the logo, the strapline (so called because it “straps” all our assets together), the color palette and our brand narrative. We are including these items in this workbook to spur discussion. However, they are available for your use via the Explore York website. Along with the logo, you will also find a Graphic Standards Guide, which gives you step-by-step directions for using the creative tools properly.

STRAPLINE

have it made here

LINE RATIONALE

The line is a play on a well-known phrase and offers layered meanings. There is the obvious meaning regarding quality of life, that there are so many great things going on in York County that you will “have it made here” regardless of what you do or pursue. Secondly, it points to your current and historical strength as a place where things are made and manufactured. It is a clever line that makes consumers take a second look as they figure out all the layered meanings, often bringing a smile of pride or recognition to their faces. The creativity of the line in terms of word play also opens up significant opportunities for design exploration as you contrast “having it made” in business, life, education, fun/leisure, art, creativity, neighborhoods, etc. And it is short and memorable. Fun and positive. The line is very flexible and works for every asset in the County.



GRAPHIC STANDARDS & BRAND IDENTITY

PRIMARY LOGO



COUNTY ICON



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.

COLOR PALETTE



PMS: 282 C
CMYK: 100/87/42/52
RGB: 1/30/65
WEB: 011E41



PMS: 421 C
CMYK: 32/24/26/0
RGB: 176/179/178
WEB: B0B3B2



PMS: 369 C
CMYK: 68/12/100/1
RGB: 96/165/18
WEB: 60A512



PMS: 3268 C
CMYK: 90/3/58/0
RGB: 0/169/143
WEB: 00A98F



PMS: 424 C
CMYK: 58/47/47/14
RGB: 111/114/115
WEB: 6F7273



PMS: 2427 C
CMYK: 91/36/100/34
RGB: 0/93/30
WEB: 005D1E



PMS: 7474 C
CMYK: 100/37/43/9
RGB: 0/116/131
WEB: 007483



PMS: 376 C
CMYK: 56/3/100/0
RGB: 128/188/0
WEB: 80BC00



GRAPHIC STANDARDS & BRAND IDENTITY

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

These graphic standards were developed as a method for protecting the graphic brand of York County, Pennsylvania. It is important to consult with and follow the guidelines to maintain the integrity of the brand.

Use of digital artwork in different applications requires the use of different digital file formats. All formats are available to download at haveitmadehere.com.

To ensure the best quality reproduction, the following file formats are suggested:

Word: EPS, JPG, TIF

Power Point: PNG, JPG

Web/HTML: JPG, PNG

InDesign: EPS, TIF, JPG

For additional information please contact:

Louise Heine, Destination Marketing Director

Explore York

60 E North St

York, PA 17401

yorkpa.org / louise@yorkpa.org

haveitmadehere.com

NOT ACCEPTABLE USES OF LOGO



DO NOT use any unofficial colors or any combination of colors different than those in the official color palette.



DO NOT add unofficial copy or graphics covering any part of the logo.



DO NOT delete, add or adjust any element of the logo.



DO NOT change the proportions of the logo.



DO NOT try to recreate this logo. Use only the artwork provided. Should not be typeset or replaced with any other font.



DO NOT screen the logo or use the logo behind text.



DO NOT print the logo on a background or image that makes it difficult to read.



DO NOT alter the logo for any other unapproved entity.



IDEAS FOR INTEGRATION

HOW CAN YOU INTEGRATE THE BRAND?

ACTIONS – and by this, we mean YOUR actions – are critical to the success of this destination/community brand. We must be able to live up to what we are promising. A simple example: a destination that wants to be known for its hospitality better do everything it can to support that idea including special education for front line customer service employees, a welcoming attitude across the board, products and services that are service and hospitality-based, social media campaigns – including input from consumers – that celebrate and encourage customer service, events built around the idea of exceptional service, excellent directional signage, etc.

The leadership of York County has already committed to doing all we can to live our brand's promise. Partners, community groups, government and others are encouraged to integrate the brand strategy and graphic identity into their own marketing and communications efforts. Over time, unified marketing messages from different organizations will start to form an impression in the consumers' minds.

But a destination does not boast a successful brand just because it has the same logo on all its marketing materials. For this critical initiative to succeed, we absolutely need your help. You, your families and your businesses represent the very heart of York County and your unified support of this brand – not just in your thoughts, but your actions as well – is the one thing that will help us stand out from the competitors. There are times when the County brand will take the lead to attract interest and investment, but at other times, the County brand can support your individual interests in advancing your brand with the spirit of the County's.

Following are 10 ideas – some easy, some pretty thought-provoking – for integrating the brand into your lives and your livelihoods. The end result will be a stronger, more vibrant, more competitive destination for us all.



IDEAS FOR INTEGRATION

HOW CAN YOU INTEGRATE THE BRAND?

1. The logo is available for your use in all of your marketing and communications, on your website, etc. Remember, the entire essence of the York County brand is meant to support your own organizational brand. Therefore, it is perfectly appropriate to use the York County logo in conjunction with your own. Some natural places to integrate the logo include:

- Banners for events, sales and activities
- Advertising/Promotions
- Co-branded merchandise
- Equipment
- Displays
- Packaging
- Signage

2. Make a list of all your organization's key touch points. Where does the brand or the strategic brand message fit into those touch points? Examples include:

- | | |
|--|--------------------|
| • Advertising | • Presentations |
| • Affinity marketing | • Products |
| • Business cards | • Public relations |
| • Direct mail | • Sales promotion |
| • E-Mail | • Services |
| • Employee uniforms, buttons, hats, t-shirts or aprons | • Signage |
| • Exhibits | • Speeches |
| • Letterhead | • Telephone |
| • Networking | • Trade shows |
| • Newsletters | • Training |
| • Online ads | • Voicemail |
| • Packaging | • Web sites |
| | • Word of mouth |



IDEAS FOR INTEGRATION

HOW CAN YOU INTEGRATE THE BRAND?

3. Familiarize yourself with the brand's main points. Describe the County to key audiences (whether your customers, your friends or your business peers) in positive ways which support those brand points. Don't ever forget how powerful your word-of-mouth statements can be for making York County more attractive.
4. Ensure that the experiences that you convey to key audiences are compatible with the brand and are of the highest standards. Consider investing in co-branded merchandise (glasses, coasters, signage, java wraps, matches, etc.) that further the brand promise.
5. Just as the York County logo was designed with you in mind, the narrative was written to support the heart of your product, service and passions. Use any of the language in the narrative exactly as it is or massage it to better fit specific communication. How can you incorporate the language into your enterprise, initiatives, or promotions?
6. Ensure that you and your staff are knowledgeable about the brand and educate front-line hospitality staff on messages to incorporate into interactions with customers.
7. Develop ideas, events, products and services that support the brand strengths. For example, a Harley dealership in Lima, Ohio sponsored a Real American Strength ride across the region to celebrate the region's brand based on the idea of American strength, character and ideals.
8. Participate in cooperative marketing (as a county or with other businesses) under the brand umbrella whenever possible.
- 9) Explore ways to incorporate the brand or its graphic identity into your packaging. These ideas are imperative for a brand about having things made!
- 10) Look for ways to promote the attributes and amenities of our County even as you promote the attributes and amenities of your business.



IDEAS FOR INTEGRATION

MERCHANDISE



IDEAS FOR INTEGRATION

PARTNERSHIP & CO-BRANDING EXAMPLES



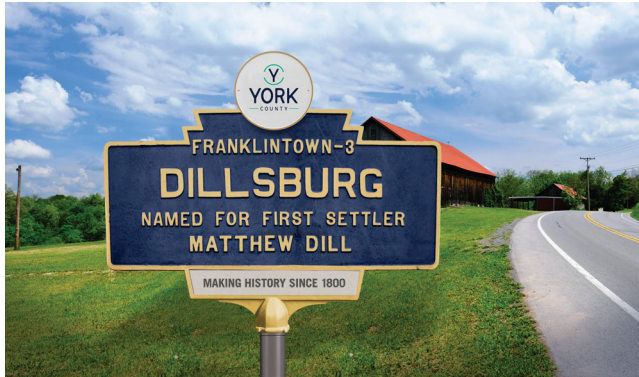
IDEAS FOR INTEGRATION

LOCAL PRODUCTS



IDEAS FOR INTEGRATION

REGION



IDEAS FOR INTEGRATION

SELFIE WALLS AND ENVIRONMENTAL ART



SAMPLE ADVERTISING

SAMPLE ADVERTISING



HISTORY OF MAKERS. MAKERS OF HISTORY.

Pa quaturit inusdam dolorum quiaeritis dolorias sunt quis que sequia nimi, que volum auda a sumqui nus, sendi volorep tasinvelia nonsed quo ese voluptur? Andre molorecum quo conse net adis et aperumquas unt esed qui quo officat isiment eiume posam quam qui doluptation conet odis vollatureius.

To learn more, visit www.haveitmadehere.com

SAMPLE ADVERTISING

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— COUNTY —
PENNSYLVANIA
have it made here.™



HISTORY OF MAKERS. MAKERS OF HISTORY.

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To learn more, visit www.haveitmadehere.com

SAMPLE ADVERTISING

SAMPLE ADVERTISING



HISTORY OF MAKERS. MAKERS OF HISTORY.

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To learn more, visit www.haveitmadehere.com

EXPLORE YORK REBRANDING

EXPLORE YORK TRAVEL GUIDE



HAVEITMADEHERE.COM



Share

*have it made here.*SM

Proud Partners of York County



York County has a **new destination brand** to attract visitors built on the maker's spirit that drives our economy.

Have it made here offers something for all local communities and organizations within York County. Have it made here embraces York County's history, economy, landscape and sense of community. The tagline evokes a feeling of prosperity, high quality of life, and a legacy of creativity.

From motorcycles to snack foods, art to history and attractions that fill our cities, towns, boroughs, and countryside, you can have it made here.

If you're interested in embracing the county brand to help build brand awareness for York County or need ideas on how you can incorporate the brand into your business or event please contact **Louise Heine**, Destination Marketing Director, Explore York.

SAVE THE DATE:

Join us on January 14, 2020 for one of two branding presentations by Ed Barlow, SrP, Director of Strategic Planning with North Star. Gain insight into the branding project and how you can play a role in advancing the county brand.

Session One: 8:30 a.m. Guthrie Memorial Library

Session Two: 12:30 p.m. York County Community Foundation

RSVP to **Sarah Bumpgarner** by January 7 to reserve your seat.

York County Logos



York County Brand Standards



Frequently Asked Questions about the York County Brand

