



**YORK**

— COUNTY —

*have it made here* <sup>SM</sup>

**BRAND STANDARDS**

# ABOUT THIS GUIDE

---

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 enclosed guidelines to maintain the integrity of the brand.

### 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:

The diagram consists of four groups of boxes, each representing a software application and its recommended file formats. A small blue square with a vertical line below it is positioned between the PowerPoint and Web/HTML groups.

- Word**
  - .EPS
  - .JPG
  - .TIF
- PowerPoint**
  - .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  
www.haveitmadehere.com

# LOGO GUIDELINES

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

# UNACCEPTABLE LOGO USAGE

The following are examples of improper modifications of the York County logo that may violate the integrity of the York County brand.



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.



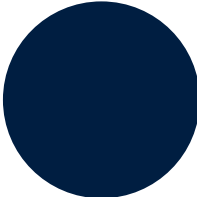
DO NOT print the logo on a background or image that makes it difficult to read.



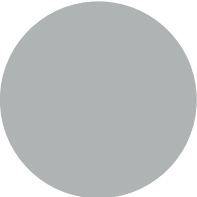
DO NOT alter the logo for any other unapproved entity.

# COLOR PALETTE

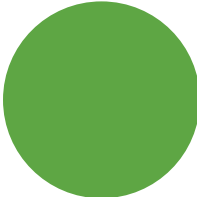
The color palette provides a guide for keeping a consistent color scheme within the brand. Consult the color palettes shown below and work closely with professional printing services to ensure proper color palettes are used.



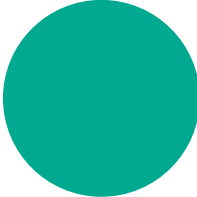
PMS: 282 C  
CMYK: 100/87/42/52  
RGB: 1/30/65  
WEB: 011E41



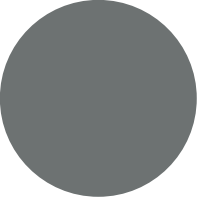
PMS: 421 C  
CMYK: 32/24/26/0  
RGB: 176/179/178  
WEB: B0B3B2



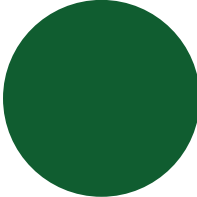
PMS: 369 C  
CMYK: 68/12/100/1  
RGB: 96/165/18  
WEB: 60A512



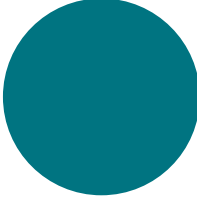
PMS: 3268 C  
CMYK: 90/3/58/0  
RGB: 0/169/143  
WEB: 00A98F



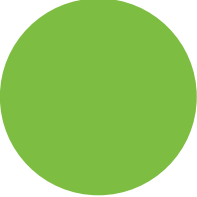
PMS: 424 C  
CMYK: 58/47/47/14  
RGB: 111/114/115  
WEB: 6F7273



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

# 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

# NARRATIVE

---

The York County Brand Narrative uses emotional language to establish the written character of the York County brand. Stakeholders throughout the community should be encouraged to use all or some of the copy as is when describing the York County community or the relationship of York County to an organization, event or businesses. The narrative can also be used to guide the tone of new copy.

## ***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 that live off its bounty and has appeared stunning to those that 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.

# NARRATIVE CONT.

---

## *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 strives to give each their own, to be the place where their lives are finally made.

## *Have it made here, in York County, Pennsylvania.*