



ROCK HILL / YORK COUNTY
SOUTH CAROLINA



STYLE GUIDE › MARCH 2016

YORK COUNTY LOGO MEANING



THE “Y” AND THE “C” ARE REPRESENTATIVE OF YORK COUNTY, TWO FIGURES IN MOTION. KEY THEMES IN THE LOGO ARE:

- PARTNERSHIP
- FAMILY
- UNITY AMONG DIVERSITY HIGHLIGHTED BY DIFFERENT COLORS
- COMMUNITY
- TOGETHERNESS
- ELEMENT OF MOTION AND PLAYFULNESS
- AND, ULTIMATELY, REFLECTIVE OF BRAND POSITION

The colors of the logo also have meaning. Blue is for the waterways of York County, green for the greenways, and yellow for “the sun that shines bright on it all.”

TAGLINE CREATE YOUR STORY



The tagline is an invitation for locals and visitors alike to create their own story. With all of the opportunities available within the county, people can create memories, which are often regaled in at some point in the future.

DESCRIPTOR BEHIND AD CAMPAIGN/ MESSAGING TONE OF VOICE

Our brand is an energy-filled call to action from the destination into the souls of our guests and visitors — challenging and inspiring us all to get up, get out, seek out and explore new memories so that we may grow our experiential portfolios. The campaign will focus on two activities important to the destination, so that the the advertising can perform beyond a singular message, while creating a mildly humorous juxtaposition.

YORK COUNTY LOGO GUIDELINES

CURRENT MARK



COLORS

Pantone - 661 C



Pantone - 143 C



Pantone - 361 C



FONTS

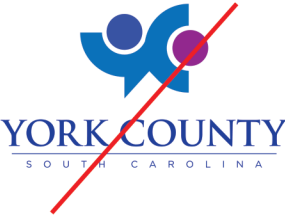


LOGO WITH MUNICIPALITIES



Gotham Book
Logo should not fall below 1.5 inches in width to maintain legibility of municipalities.

DO NOT WARP OR CHANGE COLORS OR SIZES OF DIFFERENT LOGO ELEMENTS

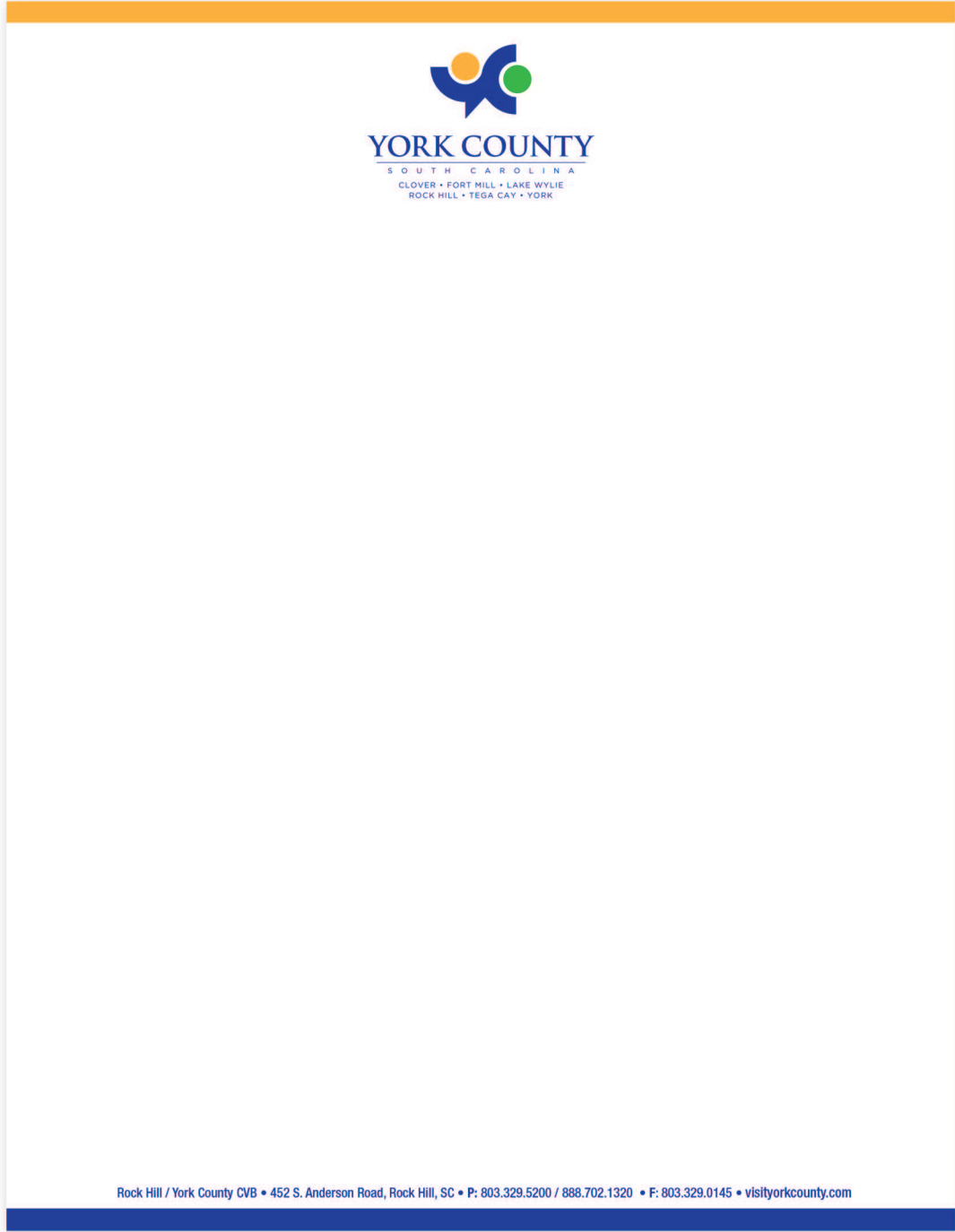


LOGO CAN BE USED IN BLACK AND WHITE IF NEEDED



LETTERHEAD

8.5" X 11"
3-COLOR



BUSINESS CARD
3-COLOR

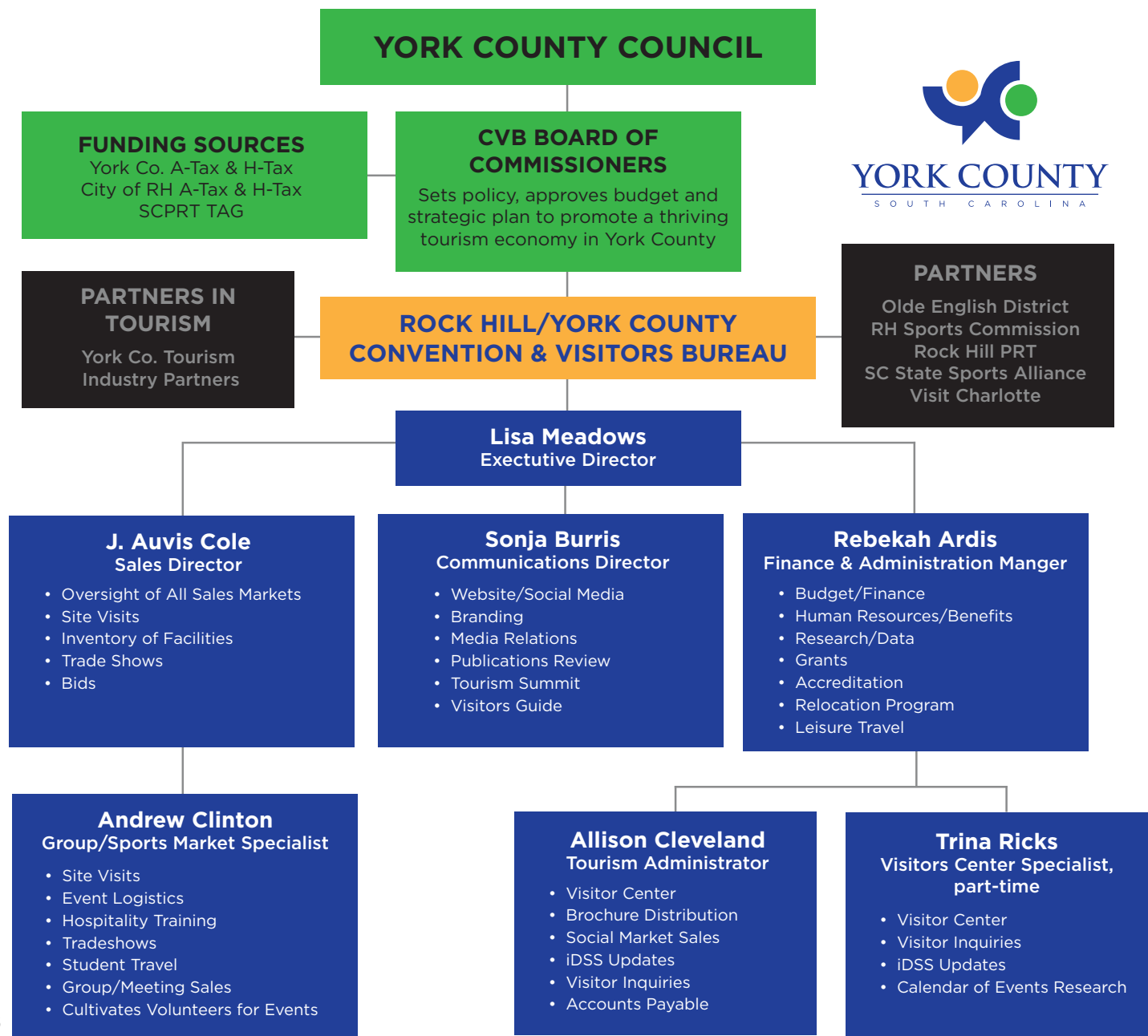


FRONT

ENVELOPE



BACKGROUND ORGANIZATIONAL CHARTS



MESSAGING TARGET MARKETS

Each of these key market groups has specific needs and specific communication channels. Every aspect of York County's brand requires constant attention to the primary markets in order to prioritize messages.

- 1. Leisure Market**
Couples & Families (Women 25-54), Baby Boomers (Women 54+),
Geographical targets: SC, NC, FL, OH, NY, IL, PA, GA, VA, MD
- 2. Sports & Student Travel**
Local and National decision-makers looking for host site in the Southeast with top notch facilities.
- 3. Meetings & Conferences, Group Tours, Military, Religious**
Religious, Active Adults, Military, as well as Meeting Planners within 300 miles
Motorcoach Operators/Receptives, Travel Agents
- 4. Local Residents, Visitors, Social**
Day tripper, overnight guest or resident up to 60-mile radius

YORK COUNTY VISION

LEISURE

York County’s leisure market is thriving with visitors, from all along the I-77 corridor, to enjoy our area year round. A new creative campaign targeting Couples & Families (Women 25-54) and Baby Boomers (Women 54+) throughout the Southeast invites them to explore history and outside adventures. Traffic has increased, especially in shoulder seasons, to expand visitation year round. York County has developed a new mobile tourism app allowing visitors to pre-plan things to do, restaurants to visit, etc. before they arrive.

SPORTS

York County is not only renowned across the United States as a major sports destination in the Southeast, but also has become a preferred venue for sports organizers both locally and nationally. Local efforts have created area ambassadors who champion the county’s turnkey event experience and an area that offers just as much to do OFF the field. York County hosts multi-year contracts with teams that stay and play longer and boasts products that include facilities for baseball, softball, track-and-field, lacrosse, soccer, football, disc golf, fishing, water sports and basketball.

MEETINGS & CONFERENCES

With the continual development and economic growth of York County, conference and meeting space has become a vital component in the tourism industry. York County is in a great position to take a proactive role in recruiting and booking regional and national meetings and conferences.

GROUP TOUR

York County is recognized as one of the fastest-growing counties in South Carolina. The growth has instilled opportunities for York County attractions to draw interest from local, regional and national groups. Specialized and experiential tours are created by attractions in order to cater to the evolving group tour market.

LOCAL & SOCIAL

York County is one of the fastest-growing counties in the state of South Carolina, not only for tourism but for residents. This provides opportunity with the locals, day trippers, organizers and third-party planners to increase visitation to attractions, venues and events for year-round attendance.

YORK COUNTY BRAND GOALS

LEISURE

- Increase visitation & traffic, focus on off-season
- Focus on new brand and research

SPORTS

- Grow & expand regional and national awareness
- Increase bookings

MEETING & CONFERENCES

- Grow & expand regional and national awareness
- Increase bookings

GROUP TOUR

- Grow regional business and awareness
- Increase bookings

LOCAL

- Increase awareness of events, deals and bookings through VisitYorkCounty.com, social media and the Visit York County, SC mobile app

MESSAGING NOMENCLATURE

The naming system developed to distinguish the DMO (Destination Marketing Organization) from its destination and respective partners is outlined below:

Rock Hill/York County Convention & Visitors Bureau

The Rock Hill/York County CVB is the destination-marketing organization responsible for developing an authentic, unified identity for York County, SC. As a DMO, the CVB’s goals are to promote the long-term development and marketing of the destination, focusing on convention sales, tourism marketing and services. The organization works in collaboration with the CVB Board of Commissioners as well as the York County Council and appropriate funding sources.

York County vs. Rock Hill

The CVB markets the county under the appellation “York County.” Because York County is not unique to South Carolina alone, the identifier “South Carolina” should be used to help clarify its location in certain applications (such as legal documents, when communicating with media outlets, etc.).

York County is recognized as one of the fastest-growing counties in the state of South Carolina. It is comprised of nine municipalities – including the towns of Clover, Fort Mill, Hickory Grove, McConnells, Sharon and Smyrna, as well as the cities of Rock Hill, Tega Cay and York — and each unique community, from rural to urban, shares a rich cultural heritage.

Partners in Tourism

The mission of the Rock Hill/York County Convention & Visitors Bureau is supported by an advisory group comprised of York County tourism industry representatives who help market county-wide products and assets. The group’s mission is to further the interests of those engaged in the hospitality industry in all ways that are legally and properly within the scope of the representative trade organization.

MESSAGING TONE OF VOICE

Marketing and advertising messages must always highlight the important assets, events and experiences found in York County. The following pages contain language to be used for editorial purposes. To ensure consistency in messaging, this should be provided to media outlets, shared with organizational partners and communicated to visitors in both print and online formats, as well as used on social media channels.

Tone of voice establishes the “personality” of the destination, describing York County in emotive terms based on its brand attributes. This language is an internal dialog that establishes the basis for all editorial and owned assets messaging.

TONE

We are captivating. We are inspiring. We are filled with encouraging energy to help propel our guests toward the fulfillment of their conquests.

All of which emanate from our core values. See, the values of this destination were instilled in York County by the participants in the culture of this place, from a most genuine and real place: their hearts. And those Southern values have been guarded, protected, cared for and passed down through generations.

- We are a host to many, so be welcoming.
- We are Southern, so own that part of your identity.
- We treat others as we want to be treated.
- We respect our sense of place.
- We honor our higher calling, in all we do.
- We realize our time here is a gift, so we appreciate it.
- And, we like to have a really good time.

MESSAGING AD COPY

Use the copy below, in combination with the appropriate market-specific copy, to communicate with each target market:

York County, SC, is an adventurous, accessible and authentically Southern experience. An undiscovered destination, we offer big-city amenities in a warm, friendly environment known for its hospitality and adventurous outdoor offerings.

*Market **Leisure***

Only 10 minutes south of Charlotte, NC, York County is the perfect home base for a variety of cultural events and year-round, outdoor recreation and adventure in the Carolinas.

*Market **Student Tour***

York County offers students a variety of curriculum-based itineraries that touch on history, science, the arts and math. From historical sites and reenactments to open-air performance venues and nature trails, the opportunities are endless for students.

*Market **Group Tour***

Groups of all sizes and ages can easily enjoy the history, culture, art, natural beauty and adventure that York County offers visitors today. Beautiful and mild temperatures year-round also make it the perfect place to visit no matter what time of year!

*Market **Sports***

York County’s sports partnerships provide year-round access to the region’s top facilities with unmatched, turnkey service. Whether it’s BMX-style riding, cycling and kayaking adventures or well-maintained and serviced indoor and outdoor fields, York County is fast becoming the premier sporting-events destination in the Southeast.

*Market **Meetings***

York County’s partnerships provide access to the area’s top facilities, where meeting and conference groups are lavished with personal attention and turnkey service.

MESSAGING EDITORIAL COPY

Welcome to York County, SC — an adventurous, affordable and authentically southern experience. An undiscovered destination, we offer big-city amenities in a warm, friendly environment known for its hospitality and outdoor adventure.

We are Charlotte’s Southern neighbor and the northernmost county in the Olde English District region of South Carolina. Recognized as one of the fastest growing counties in the state of South Carolina, York County is comprised of nine municipalities — including the towns of Clover, Fort Mill, Hickory Grove, McConnells, Sharon and Smyrna and the cities of Rock Hill, Tega Cay and York. Each unique community, from rural to urban, shares a rich cultural heritage.

Shopping & Dining

Only 10 minutes south of Charlotte, NC, York County is the perfect home base for a variety of cultural events and seasonal festivals in the Carolinas. Our authentic downtown areas are the ideal spots to discover creative cuisine and one-of-a-kind treasures. From gift shops to galleries, you’ll find a unique selection of wares and savory Southern favorites that warm the heart and comfort the soul.

Nature

Watch nature show off her beauty year round at Glencairn Garden. Located in Old Town Rock Hill, this 11-acre garden boasts thousands of azaleas in addition to a tiered fountain, Japanese footbridge and winding trails that pass beneath canopies of dogwood, oak, wisteria, camellias and crepe myrtles. Peak bloom runs from the last week of March to mid April.

Kings Mountain State Park is a 6,833-acre retreat with two lakes and several streams for fishing, as well as almost 35 miles of hiking and equestrian trails. Spend a quiet evening watching the sun set on the glassy waters of Lake Wylie, part of the Catawba River chain of reservoirs connecting the Carolinas. The lake is home to a vibrant and thriving community where geography, people and economic vitality have fashioned a distinctive Southern lifestyle.

Arts & Entertainment

Take in a play, visit an art gallery or even watch local pottery made in an artist’s studio during your visit to York County! The Arts Council of York County oversees a thriving arts culture throughout the county that includes classroom space, private artist studios and gallery spaces as well as a new Community Performance Center and the York County Ballet. Enjoy festivals and an outdoor concert series in the Old Town amphitheater as well as interactive performances at NarroWay Theater including dinner theatre, epic Bible productions, mystery theatre, field trips and spectacular holiday shows. In 2015, the S.C. Arts Commission named Rock Hill’s downtown as the first state-recognized cultural district in South Carolina.

Stand on the battlefields of Kings Mountain National Military Park, where, against the odds, frontiersmen stood in opposition to the mighty British Empire during the Revolutionary War and changed the course of American history forever. The national park includes an information center, an educational short film produced by The History Channel, battlefield trails, hiking trails and a museum of period artifacts. Kings Mountain State Park sits adjacent to the national park and includes a living history farm, which tells the story of an Upcountry farm of the 1850’s.

Historic Brattonsville is a 778-acre site that also served as the historic backdrop for the Revolutionary War film The Patriot, starring Mel Gibson. Enjoy living history programs every Sunday featuring costumed interpreters. Special events are offered throughout the year and scenic Walt Schrader Trails provide eight miles of hiking and biking.

Carowinds Amusement and Water Park provides 398 fun-filled acres featuring 50 world-class rides, shows and attractions. In 2016, an unprecedented expansion will transform Boomerang Bay into the new Carolina Harbor Waterpark adding many new amenities and exciting rides for families and thrill-seekers. Over 30 restaurants and snack stands provide a broad dining experience. Carowinds is open daily in the summer and on weekends during the spring and fall.

Sports and Recreation

York County’s sports partnerships provide year-round access to the region’s top facilities with unmatched, turnkey service. Plan your event today and see why York County is fast becoming the premier sporting events destination in the Southeast.

Play a round of golf at nearly a dozen quality courses in the area, or try your hand at a game of disc golf at one of the nation’s top courses, Winthrop University’s Disc Golf Course, site of the US Disc Golf Championship since its inception in 1999.

Cherry Park’s 14-foot Mighty Casey overlooks a nationally renowned softball complex with five lighted fields, host to hundreds of thousands of visiting teams. Walking trails, playgrounds, picnic shelters and concessions complete this 68-acre park.

The scenic shores of Lake Wylie make it one of the true gems of York County, SC. This renowned fishing and water-sport destination encompasses approximately 13,443 acres with 325 miles of shoreline and was host to the 2004 CITGO Bassmaster Classic.

The Manchester Meadows Soccer Complex features a 70-acre park including six regulation and two championship soccer fields in a park setting. The soccer pavilion includes concessions, restrooms, park offices and a multi-purpose meeting space. The grounds also feature a pond, playgrounds, picnic shelters and walking trails. Tournaments and special events are welcome. Manchester Meadows was host to the 2014 International Quidditch Southern US Regional Championship, which welcomed 20+ colleges in the month of February.

In 2015, USQ hosted its U.S. Quidditch World Cup 8 at the soccer complex, bringing in 80 collegiate and club teams from various states throughtout the U.S. Since hosting the World Cup 8, the event has won Best Collegiate Single-Sport Event from Sports Travel Magazine.

The Rock Hill Outdoor Center is a dynamic collection of recreation amenities located at the Riverwalk community. These amenities add approximately 250 acres of public recreation space to the City of Rock Hill’s current parks inventory. Amenities at the Rock Hill Outdoor Center include cycling venues, athletic fields, trails, green space and a kayak/canoe launch.

The Giordana Velodrome is one of the standout facilities in the recreation center. Since its opening in March 2012, the Velodrome has not only hosted several national and UCI-caliber events, but it also offers year-round programs from cyclists of all stages and ages, providing equipment and instructions.

In August 2014 the Rock Hill Outdoor Center added the Novant Health BMX Supercross Track to the Rock Hill cycling community. Since its opening, the facility has hosted numerous BMX championships and national events including the 2015 USA Cycling National BMX Championships. The track has several local, regional, national and world events planned including the 2017 UCI BMX World Championships. In 2016, the Rock Hill Outdoor Center welcomed a criterium course to its recreational amenities.

Meetings

York County’s partnerships provide access to the area’s top facilities where meeting and conference groups are lavished with personal attention. Whether your gathering is 4 or 400, we offer big city amenities in an adventurous, affordable and authentically southern style.

Do you need outdoor space for team building, leadership training or just fresh air and Carolina blue sky? We offer several retreats, camps and even an island for you to make the most of your next meeting or event. Such spaces include: Baxter M. Hood Center Events at Manchester, City Club of Rock Hill, Winthrop University, Anne Springs Close Greenway, McCelvey Center, Brakefield at Riverwalk and many more.



www.visityorkcounty.com

