

A BOLD NEW DECLARATION.

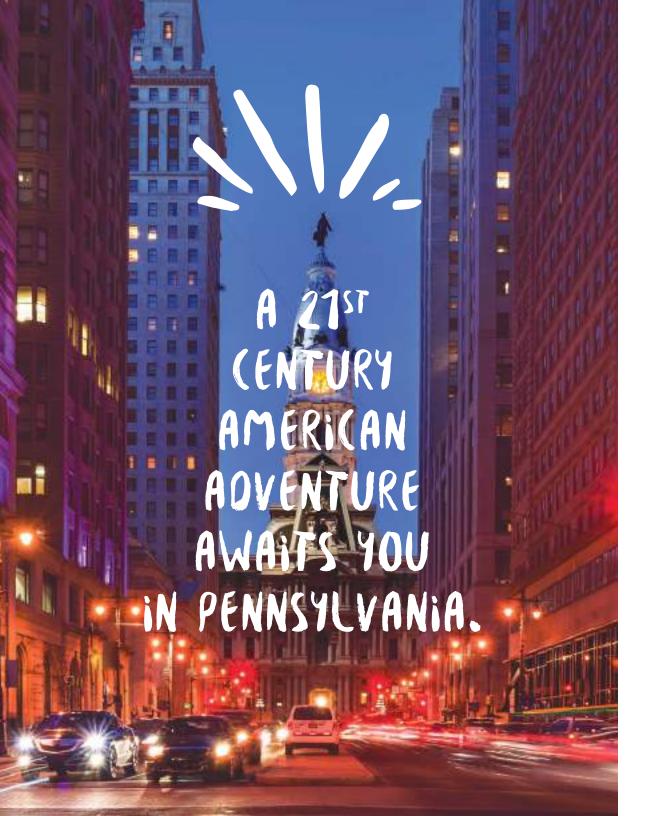
The new Pennsylvania tourism brand is:

- The core promise Pennsylvania makes to prospective visitors and other audiences
- More than just a logo or a tagline; the essence of who we are in the minds of visitors and prospects
- A holistic, multi-faceted approach to communicating Pennsylvania's core promise
- A guiding compass that will inform all of our decisions and actions, even the smallest ones and those our visitors never see
- A means to tell our state's own unique stories in ways that are both rational and emotional
- An expression of what visitors and potential visitors think and feel about Pennsylvania and believe to be true
- Upheld and advanced by everyone in the tourism industry, at every level



Why build a strong Pennsylvania tourism brand?

- To develop an emotional and rational connection with our prospective visitors and guests
- To encourage a deeper understanding of, and relationship with, our visitors
- To have a strong identity that stands apart from that of other states' tourism efforts
- To build loyal advocates and followers
- To spark continuing interest and curiosity among potential visitors and guests
- To motivate action and drive bookings, reservations and purchases across the state
- To spur repeat visits to Pennsylvania and strong word-of-mouth referrals that resonate beyond the visits
- To deepen our shared tourism industry values
- To create lasting loyalty with every individual who lives in or visits our state



The strategy behind the Pennsylvania tourism brand.

The new Pennsylvania tourism brand is fresh, bold and, well, happy. It was created to accomplish three primary objectives:

- Motivate tourism prospects to come to Pennsylvania
- Energize stakeholders across the entire state
- Support tourism efforts at every level

Launched in 2016, the new brand reflects almost two years of extensive research into travelers' behaviors and preferences, Pennsylvania's competition, current potential target markets and unique points of differentiation.

Research revealed that today's travelers (and Pennsylvania travelers in particular) seek exciting, active experiences and plan trips around their own interests and preferences. And, it pointed to a profoundly powerful intersection between the outdoor, city and historical destinations travelers most desire and the better-than-ever selection of experiences Pennsylvania offers in each of these categories.

"A 21st Century American Adventure Awaits You in Pennsylvania" is the strong, unassailable brand position built upon these research findings. While this sentence itself may never appear in an ad, its influence will be pervasive, providing a unified strategic platform for statewide, regional and local marketing initiatives. Together, Pennsylvania's tourism partners can promote a unique, in-demand travel experience that allows travelers to mix, match and personalize to their heart's content.



A new Pennsylvania tourism brand is born.

Pennsylvania's place in U.S. history—as the birthplace of American independence—provides the perfect starting point for a statement that sets the foundation for translating Pennsylvania's brand position into a consumer-facing tagline, visuals and creative brand messaging.

Life. Liberty. The pursuit of happiness.

In Pennsylvania, we hold these truths to be as self-evident today as they were in 1776.

So we've issued a bold new declaration for the 21st century traveler and adventurer...



Come to Pennsylvania.

Embark upon your own personal happiness adventure. Follow where joy leads you. Whoever you are, no matter what you love to do, know that happiness is Pennsylvania's keystone. It always has been. It lives in our historic treasures. Our dynamic urban spaces. Our greater-than-great outdoors. Mix it up. Make it yours. Visit soon and build your own personal adventure from every corner of our warm and welcoming state.

You'll be so happy you did.

Logo mark

Logos and word marks are an important part of brand identity. These graphic standards should be adhered to at all times in order to maintain consistency and effectiveness. Otherwise, internal and external impressions will become inconsistent and indistinct, and the attributes that separate Pennsylvania tourism from other tourism brands will lose their definition, strength and significance.

The Pennsylvania logo mark is a hand-lettered, original trademark. It's a core element of the Pennsylvania tourism identity system. Its relative size, positioning and color treatment are governed by the rules of this brand standards manual. The logo found in this guide should replace all previous designs.

Please note: These marks are unique designs and must not be hand drawn, scanned or modified in any way. They should be reproduced only from the provided electronic files.



Primary Logo One Color





Primary Logo Minimum Size



2" wide ——

Do not use less than 2" wide in print. Do not use less than 175 pixels in height for web and video.

Primary Logo Clear Space



Minimum Clear Space

The logo should have a "buffer" or clear space around it to maintain legibility and visual impact. No other graphic elements, such as typography, rules, etc., should infringe upon this space.

For the primary logo, the minimum free space must be equal to the height of the last "a" in the logo. This free space (indicated to the left as a red "a") must be around the entire mark.

Pennsylvania Pursue your happiness

Color specification

To maintain consistency and develop recognition for the Pennsylvania tourism brand visual identity, it's important to adhere to all color specifications for the logo.

When reproduced in color, the colors for the Pennsylvania: Pursue Your Happiness logo are dark blue and light blue. When using coated paper stock, the primary logo colors are Pantone® 3035 C (dark blue) and Pantone® 7459 C (light blue). The Uncoated Pantone® colors, 4-color process and RGB builds are indicated to the right.



coated: PMS 3035 C uncoated: PMS 3035 U CMYK: 100-30-19-76 RGB: 0-62-81 HEX: #003e51



coated: PMS 7459 C uncoated: PMS 7459 U CMYK: 72-9-9-13 RGB: 66-152-181 HFX: #4298b5

One-color logo:

The logo may be represented in a single color, including Pantone® 3035 C, black or Pantone® 7459 C. Only use Pantone® 7459 when reproduced on 3035 C as a background color. The logo may also appear in white, reversed out of a solid background color as noted on page 14.

Secondary Color Palette



coated: PMS 368 C uncoated: PMS 368 U CMYK: 65-0-100-0 RGB: 120-190-32 HEX: #78be20



coated: PMS 152 C uncoated: PMS 152 U CMYK: 0-50-100-10 RGB: 229-114-0 HEX:#e57200



coated: PMS 124 C uncoated: PMS 124 U CMYK: 0-27-100-8 RGB: 234-170-0 HEX:#eaaa00



coated: PMS 321 C uncoated: PMS 321 U CMYK: 96-3-35-12 RGB: 0-140-149 HEX: #008c95



coated: PMS 7448 C uncoated: PMS 7448 U CMYK: 67-79-24-59 RGB: 75-56-76 HEX: #4b384c



Logo mark incorrect usage

These are a few examples of unacceptable uses of the Pennsylvania: Pursue Your Happiness brand logo.





COLOR APPLICATION

Do not deviate from the approved color palette.



DISTRACTING BACKGROUNDS

Do not place the logo on backgrounds with heavy patterns or distracting elements.



TYPEFACE SUBSTITUTION

Do not replace any typeface or text within the logo mark and don't alter any capitalization style in the logo.



DISTORTION "SQUEEZE"

Do not alter the vertical proportions of the logo.



DISTORTION "STRETCH"

Do not alter the horizontal proportions of the logo.



LOGO FRAMING

Do not enclose the logo in a shape or frame. When using a color background, never enclose the logo in a white box.



INSUFFICIENT CONTRAST

Only use the logo on background colors that provide significant contrast. Backgrounds that are too light or too dark threaten its visual integrity.



REMOVAL OF TAGLINE

Do not remove the tagline and use the Pennsylvania type alone. Remember that the phrase "Pennsylvania: Pursue Your Happiness" is trademarked and should not be altered.

Approved fonts

The Gotham Font family has been selected for use in all brand communications.

The Gotham Font family is a fresh, clean typeface that's friendly but never folksy. It offers a range of weights including light, rounded and condensed for all creative needs.

Gotham is the brand's standard font. Because of its high legibility, it should be used for body copy as well as for description copy.

For use by designers

11-point type with 14-point line space should be used when setting copy for letters or documents

Staff should use 11-point type and single spacing when working with text in documents.



The Gotham Font family has been selected as the brand font for print and digital usage.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Recommended weights/styles: Book, Medium, Bold, Black, Light

Gotham Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Recommended weights/styles: Book, Medium, Bold, Light

Gotham Rounded ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Recommended weights/styles: Book, Medium, Bold, Light



FFAD Matro is a handwritten font that can be used for both digital and print headline copy.

"Handwritten" fonts

The approved "handwritten" brand fonts add a personal and exciting look to the Pennsylvania: Pursue Your Happiness brand.

The approved handwritten fonts are best used for headline copy and display copy only and are not recommended for setting body copy. The FFAD Matro font can be used as graphic treatment.

FFAD Matro ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwXYZ 0123456789

AA

AMATIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01/23456789



BESOM AB(OEFGHIJKLM NOPQRSTUVWXYZ 0123456789



Pennsylvania pursue your happiness

Months of industry input and focus group testing of creative concepts revealed a strong traveler preference for an active and action-oriented tone and a fun, adventurous and even humorous brand personality.

The "Pursue Your Happiness" tagline received strong positive response across all demographics.

The adventure has begun. For all of us who have a stake in the success of Pennsylvania's tourism industry, the time is now.

Be part of the happiness.

Show it. Own it.

Spread the word to prospective visitors that if they're in pursuit of their own personal brand of happiness, there's only one place to find it. Pennsylvania.

