Graphic Brand Style Guide

These graphic standards were developed as a method for protecting the graphic brand of Cumberland Valley, Pennsylvania. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand. If you need brand guidance, please contact Valerie Copenhaver at Cumberland Valley Visitors Bureau (CVVB), valerie@visitcumberlandvalley.com (717) 240.7193. For graphic assistance, contact Rafael Hernandez at CVVB, (717) 240.7194 or graphics@visitcumberlandvalley.com. Any materials using the Cumberland Valley Brand must be approved by emailing Rafael at graphics@visitcumberlandvalley.com. Please allow two working days for all requests.

Cumberland Valley Logo Basics

The following guidelines illustrate the proper use of the Cumberland Valley, Pennsylvania logo. Reproduction quality copies and digital images of the logo may be obtained through the marketing department at graphics@visitcumberlandvalley.com.

Logo Configuration

Horizontal Logo [PREFERRED]
This logo should be used for communication to potential and current visitors, and be represented in full-color using either spot color or 4-color process whenever possible.

Vertical Logo
The stacked version of the logo is configured for use in a square, or more vertical space.

The Cumberland Valley logo should not be altered for any other entity other than illustrated below without approval from the Cumberland Valley Visitors Bureau. All other graphic standards regarding usage and color apply to the following alterations as well as the main Cumberland Valley logo.

Visitors Bureau Logo
This logo should be used for the Visitors Bureau's internal communications.

Visitors Center Logo
This logo should be used for the Visitors Center signage and marketing.

URL Logo
The logo with the URL can be used for promotional items, such as t-shirts.

VisitCumberlandValley.com

Cumberland Valley Logo Color Usage

The three-color version of the Cumberland Valley logo is its truest form and should be used whenever possible. When used in applications that are printing in 4-color process, it can be substituted with process color.

Three Color [PREFERRED]

The three-color breakdown is as follows: 100% Pantone® 326, 368 and 7546. For 4-color process color equivalents see page 4.

One Color

The logo may be represented in a single color using PMS 7546, PMS 326, PMS 368 or Black in either spot color or 4-color process printing techniques.

Reversed Logo

The logo may be reversed out of a dark background but should be printed on white whenever possible.

Additional Cumberland Valley Graphic Standards

The following guidelines illustrate the proper use of the Cumberland Valley logo.

Color Palette

The color palette provides a guide for keeping a consistent color scheme within all communications.

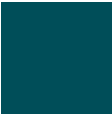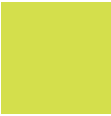* Denotes Primary Colors

* **PMS 7546**
C/33 M/4 Y/0 K/72
R/65 G/89 B/104
HEX: #415968

* **PMS 326**
C/87 M/0 Y/38 K/0
R/0 G/177 B/176
HEX: #00B1B0

* **PMS 513**
C/44 M/83 Y/0 K/0
R/153 G/77 B/157
HEX: #994D9D

* **PMS 124**
C/0 M/28 Y/100 K/6
R/238 G/177 B/17
HEX: #EEB111

* **PMS 368**
C/57 M/0 Y/100 K/0
R/122 G/193 B/66
HEX: #7AC142

PMS 232
C/5 M/86 Y/0 K/0
R/239 G/63 B/169
HEX: #EF3FA9

PMS 411
C/0 M/27 Y/36 K/72
R/104 G/79 B/64
HEX: #684F40

PMS 7530
C/0 M/8 Y/21 K/32
R/184 G/170 B/150
HEX: #B8AA96

PMS 511
C/60 M/100 Y/45 K/30
R/98 G/26 B/75
HEX: #621A4B

PMS 316
C/100 M/0 Y/27 K/68
R/0 G/78 B/89
HEX: #004E59

PMS 389
C/20 M/0 Y/85 K/0
R/213 G/224 B/77
HEX: #D5E04D

PMS 108
C/0 M/6 Y/95 K/0
R/255 G/228 B/17
HEX: #FFE411

Typeface

The following typeface family should be used on all Cumberland Valley materials.

Futura Book: AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
(Any of the Futura family may be used)

Century Gothic: AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
(Any of the Century Gothic family may be used)

Spacing

No other object should be placed within the safe area around the logo as specified below.

(Logo Spacing Example)

The safe area is an area identified by the height of the "c" in the logo (see example).

Unacceptable Logo Applications

The following are examples of improper modifications of the Cumberland Valley logo that may violate the integrity of the Cumberland Valley brand.

DO NOT use any unofficial colors or any combination of colors different than the official logo colors.

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

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

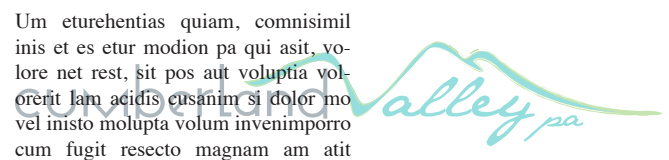**DO NOT** change the proportions of the logo.

DO NOT rotate or flip the logo.

DO NOT try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.

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

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

DO NOT alter the logo for any unapproved entity. If you would like your organization's name under the logo, email valerie@visitcumberlandvalley.com. If approved, the Bureau will create a logo with your organization's name.

Usage of "Pennsylvania"

A second version of the logo is available with the full word, "Pennsylvania" incorporated within it. This version is solely used outside of the Cumberland Valley region.

Strapline Application

The following guidelines illustrate the proper use of the Found it.® strapline. The registered trademark symbol (®) designation is required in the first prominent mention, or in the case of a Web site on each new page, in the four classes listed below. Please note: the ® can not be used on anything not included in the four classes below.

Strapline

Found it.® may be represented in any of the following graphics and in any of the approved colors on page four. A white version may also be used when needed. If you need it in a color other then the graphic supplied, email graphics@visitcumberlandvalley.com.

Strapline Trademark Symbol Usage

The following classes require the use of the registered trademark symbol with the strapline Found it. The registered trademark symbol can not be included when the strapline is used on anything not defined in the classes shown below. Please note, for any items containing an adhesive backing (such as Post-it notes), Found it. can be used but can not include the registered trademark symbol.

- **Class 16:** Paper goods, printed matter, office/art supplies (maps, visitors guide, printed pieces, note cards, envelopes, business cards, name tags, letterhead, postcards)

- **Class 18:** Leather goods, luggage, umbrellas, animal equipment, tote bags, compact reusable bags

- **Class 25:** Clothing, hats and apparel

- **Class 35:** Advertising and business services (tourism promotion services - this includes use of the mark on signage as well as in advertising, trade shows, Web site and social media)