

Pennsylvania  
pursue your happiness®



# Pennsylvania isn't like anywhere else, and it shows.

Pennsylvania  
pursue your happiness

## **Pennsylvania: Pursue your happiness.**

It's the rallying cry Pennsylvania makes to every visitor and resident.

Pennsylvania's place in U.S. history—as the birthplace of American independence—provides the perfect foundation for a statement that translates Pennsylvania's many unique attractions into a powerful consumer-facing tagline, active visuals and creative brand messaging.

Our state's current tourism brand was inspired by the most memorable language of the Declaration of Independence:

**Life. Liberty.  
And the pursuit of happiness.**

More than two centuries later, Pennsylvania holds these truths to be as self-evident today as they were in 1776. That's why we continue to welcome one and all to pursue their happiness in Pennsylvania.



# A bold declaration!



## The Pennsylvania tourism brand is:

- The core promise Pennsylvania makes to prospective visitors and guests
- 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



# The Pennsylvania Tourism brand is simple, meaningful & ownable.



## Why do we need a strong brand?

- To forge 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 within every individual who lives in or visits our state



Our message to all:

**Discover your own personal happiness  
in the unique offerings of Pennsylvania.**



## The strategy behind the Pennsylvania Tourism brand

The evolution of our state's "Pursue Your Happiness" brand has remained fresh, bold and, well, happy. Just as it did when launched in 2016, it continues to accomplish three primary objectives:

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

## Grounded in research

The Pennsylvania tourism brand is the result 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 that align with their unique interests and preferences
- Getaways not far from home that offer lots of options but that can fit into a weekend or extended weekend
- Getaways that allow them to relax, recharge and reconnect away from the daily routine

Research also confirmed that Pennsylvania offers a rare and profoundly powerful combination of the outdoor, city, historical and

culinary destinations travelers most desire—as well as an unusually diverse selection of experiences in each of these categories.

We win when we invite potential visitors and even our own Pennsylvania residents to pursue whatever it is that makes them happy from our unique combination of amazing attractions. That's the strong, unassailable brand position that was built upon these research findings.

## A memorable brand for an unforgettable state

To date, the brand's influence has been energizing. It has provided a unified strategic platform for statewide, regional and local marketing initiatives.

Together, Pennsylvania's tourism partners can promote a refreshing, differentiated and in-demand getaway experience that allows travelers to mix, match and personalize their trip to their heart's content.





## How does the Pennsylvania Tourism brand come to life?

Pennsylvania's brand personality and voice should inform everything—and everyone—associated with the brand.

The purpose of the brand personality is to forge an image of Pennsylvania in visitors' minds that resonates on a human, approachable level.

The purpose of the brand voice is to create an attitude and tone that becomes the external expression of the brand. It differentiates Pennsylvania from every other state and continuously reveals and reinforces the unique Pennsylvania experience.





## Our **BRAND** **PERSONALITY** feels...

Authentic  
Unexpected  
Fun  
Funny  
Fearless  
Unapologetic  
Transcendent  
Timeless  
Spontaneous  
Good/Ethical Principles  
Creative  
Welcoming

In every communication, the Pennsylvania brand should reflect these personalities and voices. Consistency will always be the keystone to our success.

## Our **BRAND** **VOICE** sounds...

Quirky  
Human  
Conversational  
Casual  
Surprising  
Loose  
Honest  
Confident  
Nostalgic  
Empathetic  
Fresh  
Bold  
Smart  
Charismatic  
Edgy  
Witty



**The Pennsylvania getaway  
experience is like no other.**





**For all of us who  
have a stake in  
the success of our  
state's tourism  
industry today  
and in the future,  
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.





**The Pennsylvania tourism brand has been showing up year-round on TV, social media and in strategic locations across the state, including:**

- Seasonal Advertising campaigns in New York, New Jersey, Maryland, Virginia, and Ohio among other markets.
- PennDOT and Turnpike Signage
- Merchandise
- Happy Traveler Magazine



The logo

**It's like a signature, but with swagger.**



## The Logo

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




### Primary Logo Minimum Size



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.



## Incorrect Usages



## COLOR APPLICATION

Do not deviate from the approved color palette.



## TYPEFACE SUBSTITUTION

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



## 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.

## Logo mark incorrect usage

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



## DISTORTION "SQUEEZE"

Do not alter the vertical proportions of the logo.



## 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.



## DISTORTION "STRETCH"

Do not alter the horizontal proportions of the logo.



## DISTRACTING BACKGROUNDS

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



# Color Palette

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.

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

**PMS 7459 C**  
**PMS 7459 U**  
**CMYK: 72-9-9-13**  
**RGB: 66-152-181**  
**HEX: #4298b5**

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

**PMS 475 C**  
**PMS 475 U**  
**CMYK: 1-9-13-0**  
**RGB: 250-231-216**  
**HEX: #fae7d8**

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

**PMS 108 C**  
**PMS 108 U**  
**CMYK: 0-2-99-0**  
**RGB: 254-219-0**  
**HEX: #fedb00**

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

**PMS 186 C**  
**PMS 186 U**  
**CMYK: 0-100-80-5**  
**RGB: 200-16-46**  
**HEX: #cb102e**



## Seasonal Color Palette

We'll change our color palette with the seasons to create the feeling that time of year evokes and create a distinct atmosphere. All of our seasonal color palettes include one or more of our brand colors.

### Summer

Our summer colors are rich and vibrant. They work to radiate the feeling of warm summer breezes and sunny days. The colors work together to create a fun, weightless atmosphere.





## Fall

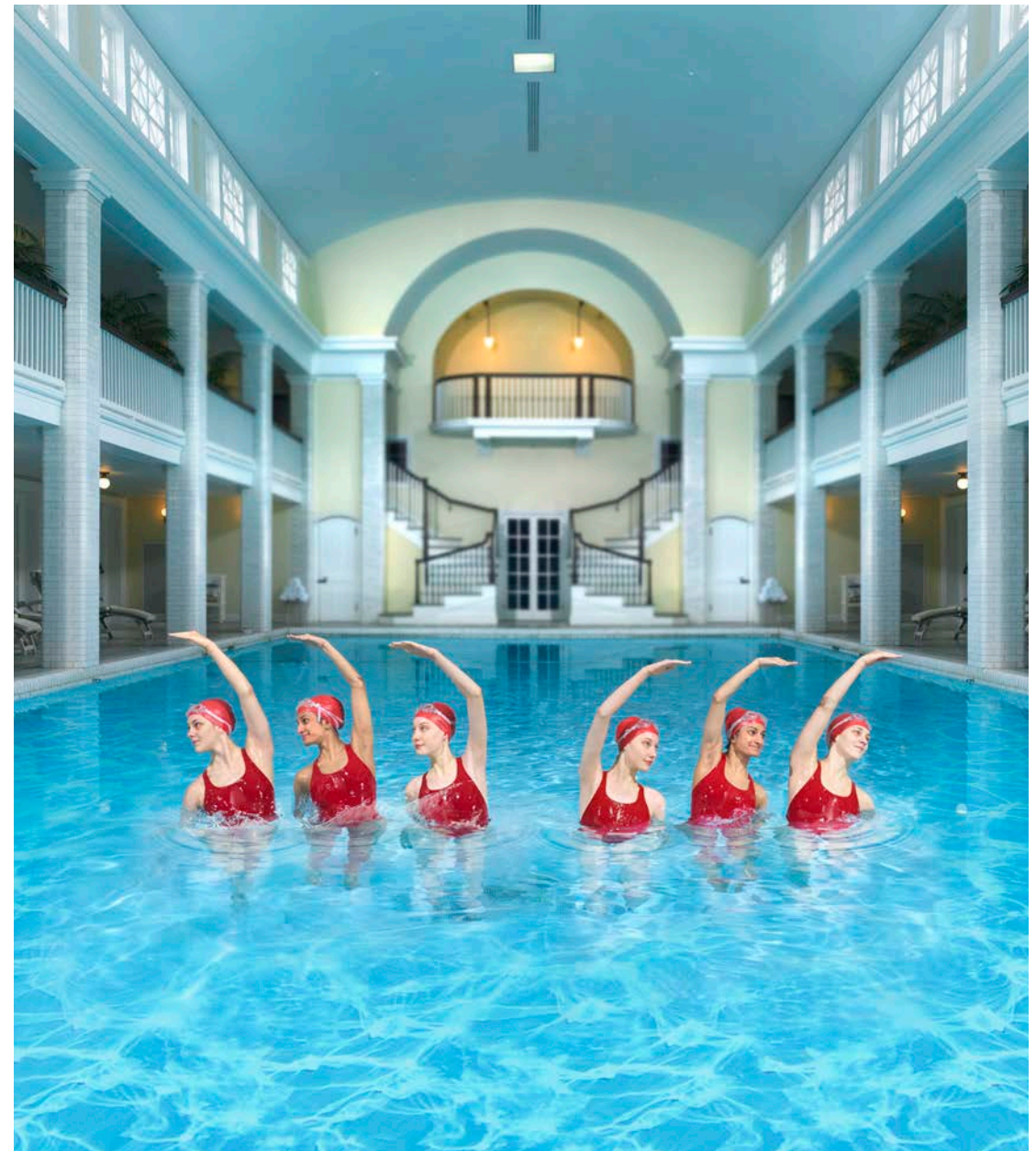
Our fall colors are deep and moody, creating a rich atmosphere full of depth. And while they nod towards the deep oranges commonly associated with fall, they have a more cinematic quality than the typical autumn palette.





# Winter

Our winter colors work to create a cool, windy atmosphere without seeming daunting. Our icy blues look more chilly than frigid—and have a relaxing quality that shines through.





## Brand Fonts

**It's where messaging meets design.  
And remember, there's no excuse for Comic Sans.**



## Primary Font

The Spartan Font family has been selected for use on the visitPA site and all Uncommon campaign materials.

The Spartan Font family is a bold geometric sans-serif that's approachable yet gutsy. It offers a range of weights for all creative needs.

Chosen because of its high legibility, Spartan should be used for headlines as well as short description copy.

# Spartan

ExtraBold

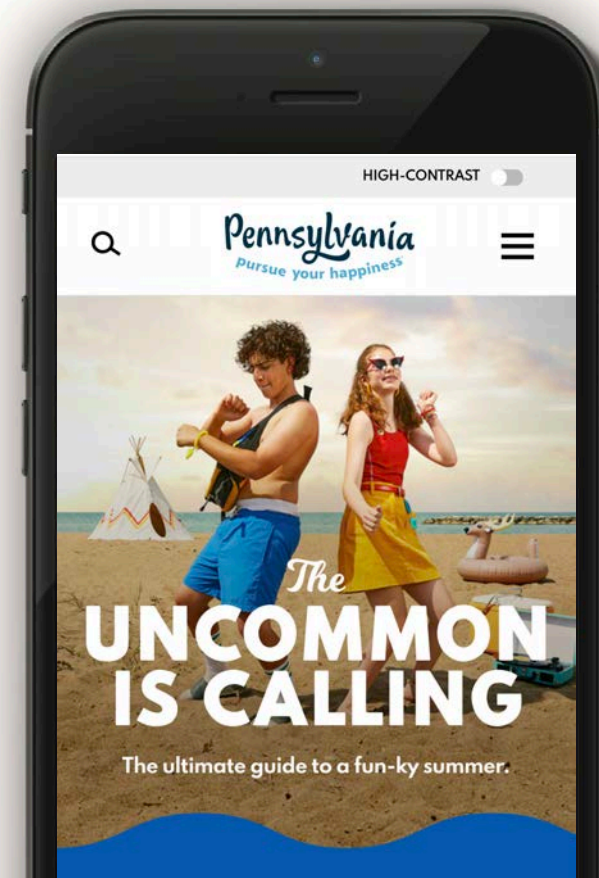
**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

Black

**abcdefghijklmn  
opqrstuvwxyz**

Regular

0123456789





## Headline Font

Titan has been selected for our BRAND headline font. While campaigns may utilize additional fonts suited to their specific message and aesthetic, Titan should be used across non-campaign specific materials.

Titan is a fat display type with a happy and cheerful personality. It takes most of its essence from hand lettering with big brushes. It is designed to be used mainly on headers and short texts.

It is best to keep headlines succinct, with 5 to 6 words max.

# Titan one

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**abcdefghijklmn**

**opqrstuvwxyz**

**0123456789**

When selecting a headline font choose a font that is approachable and friendly. Headline fonts don't scream for attention, they have personality and engage.





## Body Copy Font

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.

# Gotham

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789



Photography

**The best way to demonstrate a brand's image is...  
well, the images.**





## **Better pictures are worth over 2,000 words.**

Photography brings a brand to life. It's the perfect opportunity for potential visitors to imagine themselves in the spaces and experiences Pennsylvania has to offer. Our photography should mirror the quirkiness of the Pennsylvania experience. We'll use tricks like symmetry and colorful palettes to bring this feeling to life.

**And remember!  
All our photos should  
BE OF PENNSYLVANIA.**

We're showing what PA has to offer, so we have to make sure all our images are of Pennsylvania.



## Our images should:

**Tell a story.** We're not just creating an atmosphere—our photos show people amid their specific moment of happiness.

**Be experiential.** Work hard to include multiple experiences. PA's differentiator is its collection of diverse experiences. Our photos should reflect the way these experiences come together to build a place like no other.

**Represent.** Reflect as many of our desired images as possible. Always refer back to our desired images. While all of these images may not appear overtly in every photo, we should be representing as many possible. And, keep in mind that these images work in tandem with each other to build a "personality."

**Defy conventions.** PA isn't like any other state, so our images shouldn't look like other tourism campaigns. We're looking to create quirky, colorful, highly-stylized images.







## Hero photography

Our photos should highlight specific PA experiences from across our pillars (ie. History, Outdoor, Culinary, Urban). It is important that these combinations occur naturally and do not feel forced. We're inspiring potential visitors, so we don't want to make false claims.

### Our Hero Images Are:

**Quirky** but not weird

**Colorful** but not fluorescent

**Optimistic** but not cheesy

**Playful** but not corny

**Energetic** but not hyper

**Free** but not unhinged

**Modern** but not trendy

**Hip** but not hipster







## Secondary photography

Secondary photography for the site and social media may not require the same production as our Hero images, but it still reflects our brand image. They should be colorful and unconventional when possible, we don't want to contribute to a sea of sameness.

### **Always remember:**

Avoid extreme effects and filters. While our photos are highly-stylized, they are NOT heavily manipulated. We should keep the digital manipulation to these photos at a minimum. We're trying to reflect the authentic nature of PA, and these effects undermine that quality.





## Illustrations

**Why be strict with illustrations?  
Because they're sketch-y.**

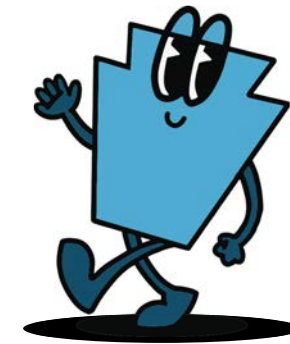
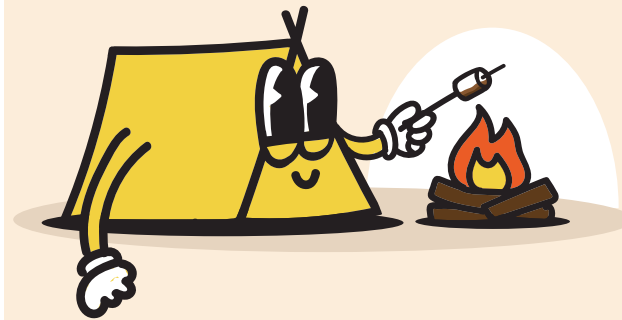
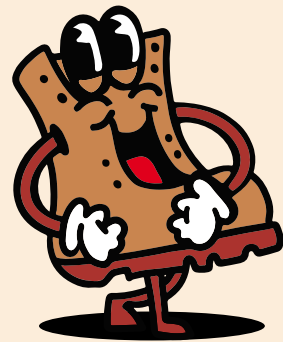
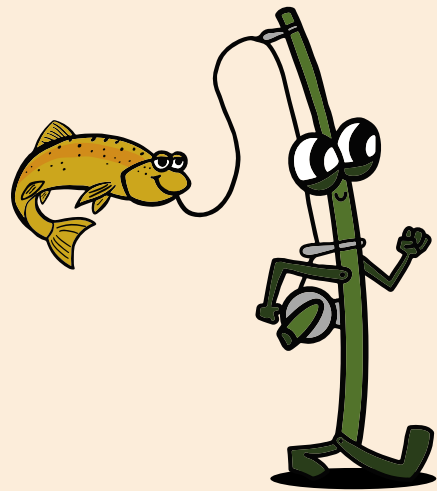




## It's a work of art.

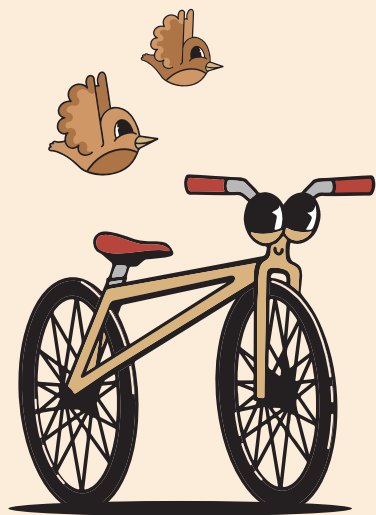
Our illustration style is as energetic and unexpected as our brand. Colorful. Clean. And honestly, a bit trippy. It's important that all illustrations tie back to PA's unique offerings and experiences and feel inviting. Any characters that are illustrated should be welcoming, diverse, and as wild as possible.





## Character based experience illustrations

Our characters bring our experiences to life. They're inviting and display that PA-patented neighborly attitude. Our illustrations each represent a specific experience and, when grouped, show the breadth of available experiences. They should also be updated to indicate the season. So, our boat character and our ski character should not be in the same image.







## Textures

We often use textures to create depth. They must remain simple and legible. They are used to create visual interest and add atmosphere, so they should compliment accompanying photography or illustrations—not distract from it. Ideally, they should subtly refer back to the subject of the message as well.



Copy

**Sometimes it's what you say.  
Sometimes it's how you say it.**





## Write to the brand.

Every piece of written content Pennsylvania Tourism puts out into the world should reflect the Pennsylvania brand personality and brand voice (see p. 7). In a nutshell, all content should:



Refreshing  
visitors for over  
*300 years.*



**Empower.** Help potential visitors truly understand the unique Pennsylvania experience by using simple, positive and conversational language that excites, encourages and motivates them to make the most of everything our state has to offer.

**Educate.** Don't write in generalities. Use specific examples to show how the rare mix of attractions in Pennsylvania can come together to create a one-of-a-kind getaway tailored to travelers' own personal passions and interests.

**Guide.** Think of yourself as the personification of the helpful, welcoming Pennsylvania experience. Whether you're leading prospects through a web page, social media post or Happy Traveler article, communicate in a way that's useful, logical and friendly.

**Respect.** Our visitors are essential to our success. Imagine yourself in their shoes and respect the valuable time they've set aside to read our communications. Don't try to sell them; communicate with them.





**Go ahead and  
freestyle  
*your me-style.***

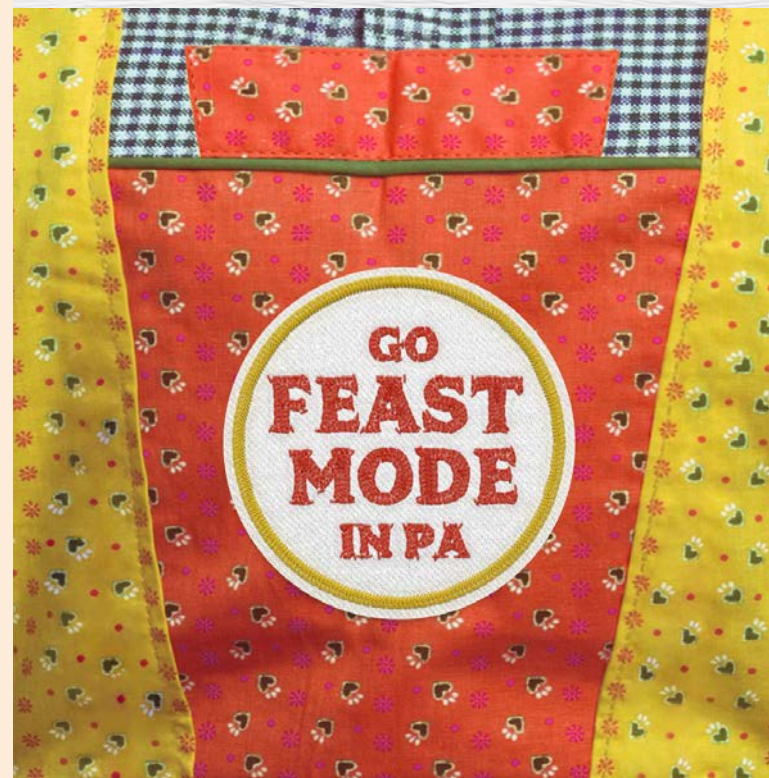
**To achieve those goals, make sure your content is:**

**Clear.** Make sure you fully understand what you're writing about before you begin. Know the details and use simple, active words and sentences. Be clear, but use as few words as possible.

**Useful.** Before you start writing, ask yourself: What are we trying to accomplish? Who is our primary audience? What do they need to know to take action?

**Human.** Write friendly, casual and conversational. Go ahead and break a few grammar rules if it makes your writing more relatable. All Pennsylvania tourism content, from website to social media to outdoor, should sound like there's a real, relatable human being behind it.





## Our voice is:

**Fun** but not goofy

**Happy** but not sappy

**Confident** but not cocky

**Smart** but not snooty

**Energetic** but not overbearing

**Surprising** but not shocking

**Likeable** but not trying too hard

**Quirky** but not inappropriate

Because our state is an extension of the friendly, down-to-earth people who live here, our brand has a sense of humor. So go ahead and be funny if it comes naturally and is appropriate to the situation. (But don't try too hard to make a joke—forced humor almost always backfires.)

Most of all, have fun! Write fresh! Inhabit the bold spirit of the great state of Pennsylvania and your copy will shine.



Video

**Let's make some screen time that  
brings people happiness.**



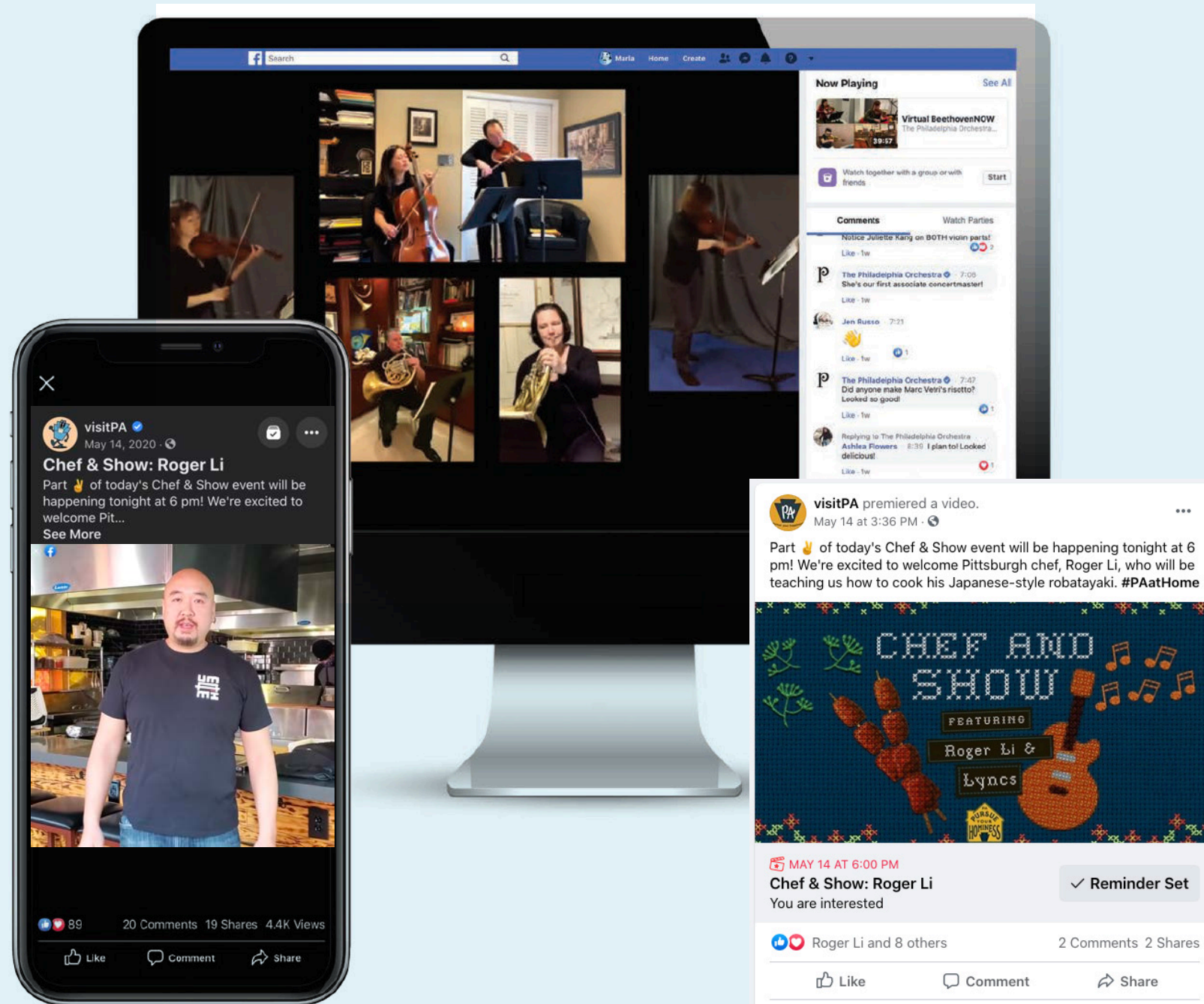


## Bring the uniqueness of PA to life.

Branded video is the opportunity to let PA's cinematic beauty shine. But, we don't want to fall into the trap of simply capturing sweeping glamor shots—we're telling micro-stories. We're using vibrant colors, quirky characters, and certified bangers of songs to create a feel that is offbeat, playful, and, you guessed it, happy.







## Partner Videos

Who we choose to partner with helps reinforce the tone of the brand. Often, these partners will be hosting their own videos, so it's imperative they understand our brand attributes. They're acting as a spokesperson of PA and need to be both welcoming and informative.



Social media

**We're taking that PA happiness worldwide.**



## Talk about what matters.

Each of our social channels is a different tool in our communication arsenal, so we don't treat them the same. When people come across our content, they should be informed, entertained, or better yet—both. Let's examine the strengths of each platform and leverage these strengths to help our audience find relevant content without leaving the given channel.

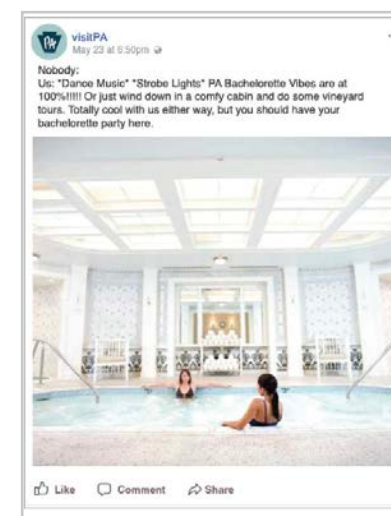
### Twitter.

Twitter is our best chance to engage with our audience in real-time and provide them relevant recommendations and suggestions. Take this opportunity to join in on the conversation. It demonstrates authenticity and helps to build our brand voice.



### Facebook

Twitter is our best chance to engage with our audience in real-time and provide them relevant recommendations and suggestions. Take this opportunity to join in on the conversation. It demonstrates authenticity and helps to build our brand voice.



### Instagram.

Our posts need to be "Scroll Stoppers," stunning or surprising photos that catch the eye of our audience. Pair these images with copy that educates or entertains our audience about Pennsylvania's offerings, to affirm our brand's quirky tone. Even when looking for "Scroll Stoppers," it's essential that our photos meet our desired brand image. Authentic. Unexpected. Unapologetic. Also, keep in mind how a post will affect the overall look of our gallery.



### Social Avatar

Our brand mark should be centered and should be at least 24px from the edge.



## Sub Brands

**Where do sub-brands come from? Well when a brand and a group of related experiences love each other...**





## **They may look different, but they're all in the same family.**

While our sub-brands may not follow all the exact same rules, they all represent different elements of the brand. Each is given a slightly different feel to play towards the feeling that each of the brand elements it represents. However, our communication is always the same: These extensions are tools that allow guests to find their own unique happiness.





## Pursue Your Hoppiness

With its clean design and modern look our Pursue Your Hoppiness brand represents the world-class efforts of the PA craft beer scene. The mark should be included on any craft beer related assets, and acts as a way to unify PA's over 300 breweries.







## Pursue Your Hoppiness Brand Spot

Our Pursue Your Hoppiness brand spots reflect the same excitement and playfulness of our brand. And while they show off PA's world-class brews, it's really about the experience that beer-lovers can have in PA. So, the stories we tell are about our visitors, not our beers.

0:16 / 0:17







## Culinary Trails

Our Culinary Trail badges have a more modern, graphic feel than our other trip and trail badges. Our Culinary products are designed to feel a bit more premium and this should be reflected in both the images and tone.



Merchandise

**If there's no T-shirt did it even happen?**





## Let the fans reflect the brand.

When people decide to purchase a piece of branded merchandise, it's because the brand has spoken to them. So, it's imperative to keep the same image and tone as all other point of communication. Our merchandise should show Pennsylvania's quirky, unexpected nature as well.



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