

Lehigh Valley

BRAND GUIDELINES

Discover Lehigh Valley® and Lehigh Valley Economic Development Corporation

A shared vision for destination marketing



Discover Lehigh Valley (DLV) and Lehigh Valley Economic Development Corporation (LVEDC) are united partners who share a vision for regional destination marketing. Through the consistent and unified use of a brand, DLV & LVEDC strategically market Lehigh Valley as a desirable destination to leisure travelers, students, athletes, work force, business owners, entrepreneurs, corporations, and manufacturers.

Discover Lehigh Valley®

DLV builds the region's economy and image through destination marketing that increases the number of leisure and business visitors, the number of nights they stay, and the number of things they do in the two-county area of Lehigh and Northampton Counties. These marketing efforts also enhance the quality of life and sense of hometown pride for Lehigh Valley, PA residents.

Lehigh Valley Economic Development Corporation

The mission of LVEDC is to market the economic assets of the Lehigh Valley and to create partnerships to support the recruitment, growth and retention of employers and the creation of jobs for people of all skill and education levels.

Logos



The logos reflects a friendly, modern destination, one that spans two counties, containing the highs and lows of a valley, vibrant cities & towns, and open spaces. The nested stacked versions of the logo are a nod to DLV & LVEDC's united partnership. The logo is highly legible and void of distractions and is **always one color** (page 7).

Primary logos

The majority of tactics will use a primary logo. For use in-market and close to home DMAs (PA, NY, NJ, DC/Baltimore), Lehigh Valley primary logo is recommended. For use in markets unfamiliar with the region, use Lehigh Valley Pennsylvania.

For flexibility, logos are approved for use in two orientations: horizontal and stacked.

Corporate logos

For corporate tactics (stationery, presentation decks, proposals, sales sheets, etc) use a corporate logo.

PRIMARY LOGOS

Lehigh Valley

Lehigh
Valley

Lehigh Valley
PENNSYLVANIA

Lehigh
Valley
PENNSYLVANIA

CORPORATE LOGOS

DISCOVER
Lehigh Valley

DISCOVER
Lehigh
Valley

Lehigh Valley
ECONOMIC DEVELOPMENT

Lehigh
Valley
ECONOMIC
DEVELOPMENT

Logos (continued)

MADE IN LEHIGH VALLEY BUTTON



The Made in Lehigh Valley “button” is best used on products and merchandise. This is not to be used in place of the primary logos.

The filled circle and outline versions are permissible. As with the primary and corporate logos, **the button is one color always**, and may appear in primary or secondary brand colors detailed on page 7, as well as black and white.

Partnership

With permission from DLV and LVEDC, this button may be used in outside organization’s brand color, to match packaging or other established branding.



Usage

The logo should always contrast with its background for legibility. Typically, the logo should be in color on a light background. It may be reversed in white on a dark background.

If placed over a photo, there should be sufficient contrast so that the logo is adequately visible.

Do not alter logo files. Logos are one color, always

Do not tilt or rotate primary and corporate logos.

Minimum logo size

Horizontal versions: 1.25" wide

Stacked versions: .75" wide

Button version: 1"

Area of isolation

Maintain a border of clear space around the logo. To find the minimum amount of clear space, add 40% to the width of the logo. For example, the logo at right is 1.25" wide, plus 40%, the clear space width should be 1.75" wide.



Brand colors



All logos are one color, always.

The primary brand color is “Lehigh Valley Blue”.

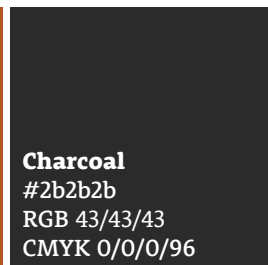
All logos (primary, corporate, and button) may appear in any of the secondary brand colors detailed here. Choose an approved color for the logo that contrasts clearly against its background.



Lehigh Valley Blue
#0a5270
RGB 10/82/112
CMYK 95/64/37/19
PMS 3025C



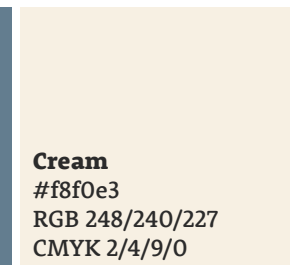
Orange
#b25621
RGB 178/86/33
CMYK 23/74/100/12



Charcoal
#2b2b2b
RGB 43/43/43
CMYK 0/0/0/96



Light Blue
#647c90
RGB 100/124/144
CMYK 66/44/33/5



Cream
#f8f0e3
RGB 248/240/227
CMYK 2/4/9/0

Brand fonts



Use **Gilroy**, a sans serif, in the design of all marketing materials and collateral. This is Lehigh Valley's primary brand font. Any of Gilroy's styles and weights may be used in supporting designs.

Rooney, a serif, is used as an accent. This is Lehigh Valley's secondary brand font—it is optional.

When materials must be created in-house, without access to appropriate licensed primary fonts, use the "Universal" fonts at right (**Arial** and **Georgia**). These are free and available across many platforms and programs.

PRIMARY BRAND FONT: GILROY

Gilroy

This is Gilroy Bold as a subhead.

This is Gilroy Regular, shown in a paragraph or body copy. Use it in large blocks of text, headlines, and callout text. For readability or emphasis, different weights of the font can be used.

SECONDARY BRAND FONT: ROONEY

Rooney

This is Rooney Bold or Rooney Medium as a headline or subhead.

This is Rooney Regular, shown in a paragraph or body copy. Use Rooney in subheads, sidebar text, or in small accents. For readability or emphasis, other weights of the font can be used.

ACCEPTABLE UNIVERSAL FONTS

Arial

Use Arial Bold in Headlines

Arial Regular as body copy here.

Georgia

Use Georgia Bold or Georgia Bold Italic in headlines and subheads.

Georgia body copy here.