DISCOVER
Bedford
County

· Brand Guidelines ·

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WELCOME

Welcome to the Discover Bedford County Brand Book. This guide ensures that every touchpoint with our audience reflects the values and vision of our destination. From design elements to messaging tone, this book is the foundation for a consistent and compelling brand identity.

Our audiences are diverse but united by a shared desire for meaningful travel.

They range from:

Young explorers in their 20s and 30s seeking adventure,

Families in their 30s–50s looking for bonding and wellness,

Empty nesters and retirees aged 55+ who value heritage and slower-paced discovery.

These personas shape how we tell our story and ensure our marketing reaches the right people at the right time.

Implementing the
DISCOVER BEDFORD COUNTY BRAND

TAGLINE

Discover the Unexpected

MISSION

To connect visitors to the authentic spirit of Bedford County through exploration, local connection, and natural beauty.

VISION

To be recognized as the premier destination for meaningful, off-the-beaten-path travel in the region.

AS BEDFORD COUNTY ENTERS A NEW CHAPTER IN DESTINATION BRANDING, COLLABORATION IS KEY TO TELLING OUR STORY THROUGH UNIFIED MESSAGING AND CONSISTENT LOGO USAGE. A COHESIVE APPROACH WILL ALLOW US TO CLEARLY COMMUNICATE THE COUNTY'S UNIQUE CHARM AND APPEAL, ENSURING OUR MESSAGE RESONATES WITH BOTH VISITORS AND STAKEHOLDERS.

The Discover Bedford County brand will often serve as the first impression for many. It will be prominently featured across our website, social media, printed materials, and official communications. With its inviting design, the logo helps shape how people perceive Bedford County—positioning it not just as a desirable tourist destination, but also as an ideal place to live, work, and do business.

These Brand Guidelines are designed to ensure consistency in how the Discover Bedford County brand is presented. By adhering to them, we can strengthen brand awareness, attract more visitors, and support the continued growth of Bedford's tourism economy. A consistent visual identity will reinforce our position as a premier destination, while also driving economic development and supporting local businesses.

Understanding the
BRAND ESSENCE

BRAND PERSONAS

Persona	Motivation	Drawn To	Archetype	Channels
THE CAREGIVER	Family bonding, restoration	Nature, wellness, heritage	Sage, Caregiver	Facebook, Family Travel Blogs
THE EXPLORER	Discovery, curiosity	Trails, hidden gems, off-the-path	Explorer, Seeker	Instagram, YouTube
THE CREATOR	Creativity, connection	Artisans, makers, food culture	Creator, Enthusiast	Instagram, Pinterest
THE HISTORIAN	Learning, legacy	Museums, architecture, local history	Sage, Historian	Cultural Magazines, Websites
THE WELLNESS WANDERER	Rejuvenation, balance, Motivation	Spas, drives, solitude in nature	Nurturer, Spirtual	Travel Podcasts, Retreat Sites

The Caregiver (ages 35–55)
Parents and multigenerational travelers motivated by family bonding, wellness, and restorative travel.

The Explorer (ages 25–40)
Digital natives drawn to trails, hidden gems, and social media-worthy moments.

The Creator (ages 20–45)
Engaged with artisan culture, food, and creative communities.

The Historian (ages 45–65+)
Values learning, heritage, and cultural connection.

The Wellness Wanderer (ages 30–55)
Prioritizes balance, spa escapes, and nature solitude.

Brand Pillars & CORE VALUES

BRAND PILLARS

AUTHENTIC
Grounded in our culture and community

WELCOMING
Open, inclusive, and hospitable

EXPLORATORY
A place for discoveries

CONNECTED
Tied to nature, people, and heritage

UNEXPECTED
Offering surprises at every turn

STORYTELLING THEMES

1 | Inspired by Nature

- Reconnect with wide-open landscapes, scenic trails, and the simple beauty of rural Pennsylvania.
- Outdoor recreation, scenic drives, and nature-based attractions
- Appeals strongly to families and younger explorers

2 | Wellness in Every Journey

- A place to breathe, recharge, and feel restored—mind, body, and spirit.
- Supports wellness, spa, and self-care travel
- Appeals to Caregiver and Wellness Wanderer personas

3 | Travel with Purpose

- Rooted in history, shaped by makers, and committed to sustainable growth.
- Appeals to values-driven travelers seeking heritage, culture, or sustainability
- Resonates with older demographics and cultural travelers

4 | Crafted Here

- From handmade goods to homegrown flavor, every corner reflects local creativity and care.
- Appeals to Millennial and Gen Z Creators and Enthusiasts

5 | Beyond the Expected

- Unexpected moments. Authentic encounters. More than meets the eye.
- Cross-generational appeal; speaks to curiosity and discovery

DISCOVER Bedford County

Logo Variations &
COLOR CONFIGURATIONS

PRIMARY LOGO

Preferred full color configuration

DISCOVER
Bedford
County

Preferred full color horizontal configuration

DISCOVER
Bedford County

Black/one color configuration

DISCOVER
Bedford County

Reverse Configuration

DISCOVER
Bedford County

Alternative color configurations | Red & Green

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Bedford County

LOGO SYSTEM

Stacked Logo:
Vertical version for compact use

Clear Space:
Equal to the height of the "D" in "Discover"

Minimum Size:
Digital: 100px | Print: 1.5 inches

INCORRECT USAGE:
1 - Logo distortion
2 - Using unapproved colors
3 - Low-contrast backgrounds

1]

DISCOVER
Bedford
County

2]

DISCOVER
Bedford
County

3]

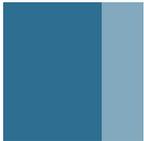**DISCOVER**
Bedford County

Discover Bedford County
APPROVED BRAND COLORS

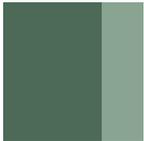## APPROVED COLOR PALETTE

PRIMARY

RIVER BLUE
CMYK 84C 50M 28Y 5k
RGB 46R 111G 145B
Hex 2e6f91

TONAL BLUE (LOGO ONLY)
CMYK 51C 23M 18Y 0k
RGB 130R 169G 189B
Hex 82a9bd

ALLEGHENY GREEN
CMYK 70C 41M 67Y 24k
RGB 76R 106G 87B
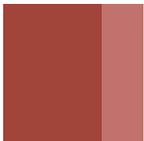Hex 4c6a57

TONAL GREEN (LOGO ONLY)
CMYK 49C 24M 45Y 1k
RGB 137R 165G 146B
Hex 89a592

ACCENT

SUMMIT GOLD
CMYK 12C 27M 82Y 0k
RGB 226R 182G 79B
Hex e2b64f

CLAY RED
CMYK 26C 83M 78Y 18k
RGB 161R 68G 58B
Hex a1443a

TONAL RED (LOGO ONLY)
CMYK 22C 64M 52Y 3k
RGB 193R 114G 108B
Hex c1726c

NEUTRAL

FOG WHITE
CMYK 3C 2M 6Y 0k
RGB 245R 243G 236B
Hex f5f3ec

COLOR USAGE

The logo itself is comprised of two colors, but the discover bedford county brand palette consists of 5 colors altogether, with some approved as logo color alternatives (see previous page).

The secondary tonal colors used in the blue, green, and red logo variations are only to be used with the logo placement and should not be used as approved brand colors otherwise.

In order to retain consistency within the brand, these hexcodes and color builds should not be altered.

GUIDELINES

- Maintain contrast for readability
- Use accents sparingly
- Balance bolds with neutrals
- Use RGB for online use
- Use CMYK for print production

Discover Bedford County
BRAND TYPOGRAPHY

LOGO

PARISINE PLUS STD CLAIR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"@#$%^&*()_+<>?=+

ERNESTINE PRO

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"@#$%^&*()_+<>?=+

HEADLINES

HENDERSON SANS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"@#$%&*()_+<>?=+

MONTSERRAT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"@#$%^&*()_+<>?=+

BODY COPY

GEORGIA

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"@#$%^&*()_+<>?=+

APPROVED FONTS

Two fonts make up the new Discover Bedford County Logo. Alternative approved typefaces and their uses are outlined below

HEADLINES
Henderson Sans or Montserrat

Example | Henderson Sans
DISCOVER BEDFORD COUNTY

Example | Montserrat
DISCOVER THE UNEXPECTED

BODY COPY
Merriweather or Georgia

Example | Merriweather
"Bedford County invites travelers to slow down and explore."

Example | Georgia
"Rooted in history, shaped by makers, and connected to nature."

INTERNAL USE
Arial and Times New Roman

HIERARCHY GUIDELINES
Clear and consistent levels
- *Headlines should be bold and inspiring*
- *Body text should be legible and warm*

MERRIWEATHER

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"@#$%^&*()_+<>?=+

Discover Bedford County
STYLES & CONSIDERATIONS

THE DISCOVER BEDFORD COUNTY BRAND IS MORE THAN A LOOK—IT'S A VOICE, A FEELING, AND A PROMISE.

USE THIS GUIDE PROUDLY AND CONSISTENTLY TO INSPIRE, WELCOME, AND REPRESENT OUR COMMUNITY.

ILLUSTRATION GUIDELINES

- Use when photography is unavailable
- Warm, abstract, and refined styles
- Use brand colors
- Avoid cartoonish or literal depictions

APPLICATIONS

- **Web:** Homepage banners, blog images, iconography must reflect the brand identity
- **Signage:** Consistent logo placement, brand colors, and typography hierarchy
- **Merchandise & Collateral:** Shirts, bags, brochures, and souvenirs should align with logo and color usage
- **Social Media:** Candid imagery, branded templates, consistent tone

PHOTOGRAPHY STYLE

- Wide, candid shots
- Human-level perspective
- Natural light and real moments
- Showcase all seasons and community life
- Subjects: People in nature, events, downtown scenes, artisans