



**PENNSYLVANIA**  
**THE GREAT AMERICAN GETAWAY**

BRAND IDENTITY GUIDELINES



There's a longing among travelers.

For simpler times and easier moments. Stronger connections. And experiences that transport you to a different world or time or place.

Pennsylvania answers the call with The Great American Getaway. An invitation to discover a Commonwealth that is rooted in freedom, values independence, and is always ready for the next adventure.

That adventure could lead to the quintessential experiences that define America at its best. Vibrant, world-class urban centers alive with culture. Charming towns brimming with character and hospitality. Scream-worthy roller coasters and legendary food festivals. Or the ability to lose then find yourself in a vast woodland, a quiet stream, or skies so dark you can count planets as well as stars.

Some of our nation's most memorable journeys began here. Now it's your turn.

No matter how long your trip or who travels by your side, start in Pennsylvania.

And experience The Great American Getaway.

# TABLE OF CONTENTS

04	VOICE & TONE
07	LOGO USAGE
12	PHOTOGRAPHY
19	TYPOGRAPHY
24	COLORS
31	ILLUSTRATIONS
34	PATTERNS
37	BRINGING IT TO LIFE

**Our brand voice** feels like a personal invitation, not a mass mailing. It strives to be evocative and experiential, inspiring our audience to make The Great American Getaway in Pennsylvania.



**Our brand tone** is authentic and real, human and welcoming; never fake, plastic, or pre-fab.

It understands its audience and speaks accordingly, sometimes with humor, sometimes with reverence, sometimes with a sense of adventure. And always with PA pride.



## Our Brand Attributes

Experiential

Diverse and multifaceted

Historic

Unique

Adventurous

Dynamic

Inspirational

Close by and easy-to-reach

Welcoming

Informative

Pennsylvania Proud

# LOGGO USAGE

**PENNSYLVANIA**  
**THE GREAT AMERICAN GETAWAY**

Our logo speaks to Pennsylvania’s historic past, wide-ranging future, and intrinsic pride.

The typeface is classic in nature with an open kerning to symbolize our vast outdoors and friendly, welcoming nature.

Our red, white, and blue colors honor Pennsylvania’s role in America’s history, from the signing of the Declaration of Independence to the creation of the Betsy Ross flag.

Pennsylvania rests upon “The Great American Getaway,” demonstrating that authentic, diverse, and memorable journeys are foundational to the Commonwealth.



**PENNSYLVANIA**  
**THE GREAT AMERICAN GETAWAY**

---

Primary logo  
on white

Our primary logo is two-color with blue text and a red horizontal line. Whenever possible, utilize this logo.

**PENNSYLVANIA**  
**THE GREAT AMERICAN GETAWAY**

---

Primary logo  
on dark

To enhance legibility on dark backgrounds, use our primary logo with white text and a red horizontal line.



Secondary logos  
on white

When space or type of printing is an issue,  
you may use one of our secondary logos  
above.

Secondary logos  
on dark

To enhance legibility on dark backgrounds,  
and when space or type of printing is an  
issue, use one of the secondary logos above.

PROTECTED SPACE



MINIMUM SIZE  
2"



### Clear and minimum size

To help our logo stand out and not feel cramped or cluttered, follow the rules for padding provided. For legibility, do not use the primary logo on print materials smaller than 2" wide.

**PENNSYLVANIA**  
 THE GREAT AMERICAN GETAWAY



### Single color usage

When printing or budget prohibits the use of a two-color logo, you may use a single-color version. Utilizing one of our white, blue, or red primary brand colors.

# PHOTOGRAPHY



Travel is all about perspective. Our brand images show The Great American Getaway from the traveler's point of view and provide a sense of how it feels to be on the path, at the table, or along for the ride.

We invite you to explore Pennsylvania with real, in-the-moment images. It's how we show the emotions, personal details, and unique experiences that inspire The Great American Getaway

Authenticity is integral to our brand photography. To achieve this, our images focus on organic moments. Our approach is candid, not staged; natural, not overprocessed, filtered, or lit.

## Seasonal Photography

Pennsylvania is a four-season destination. Every autumn, winter, spring, and summer brings new ways and reasons to experience The Great American Getaway.





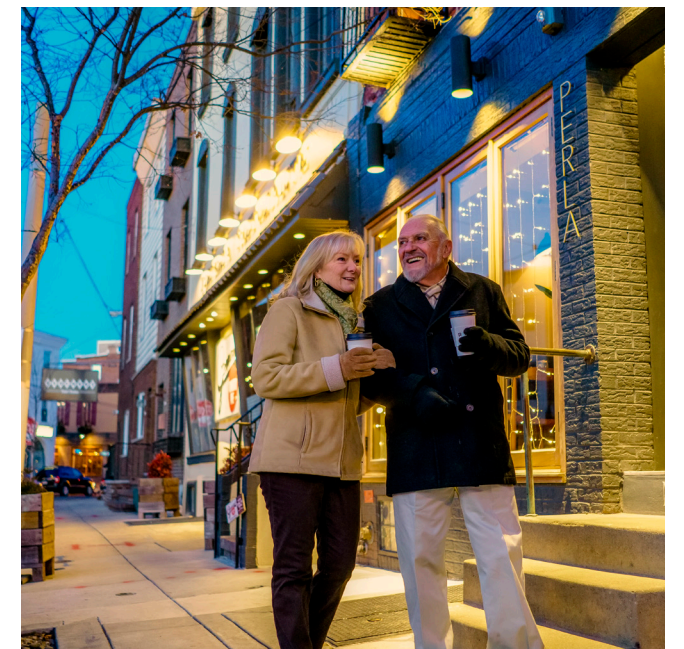
## Autumn

A cool, crisp, and colorful autumn makes it easy to fall for Pennsylvania. Brand photography puts you in the moment so you can see yourself by a roaring campfire, on a scenic leaf-peeping excursion, or strolling city streets.

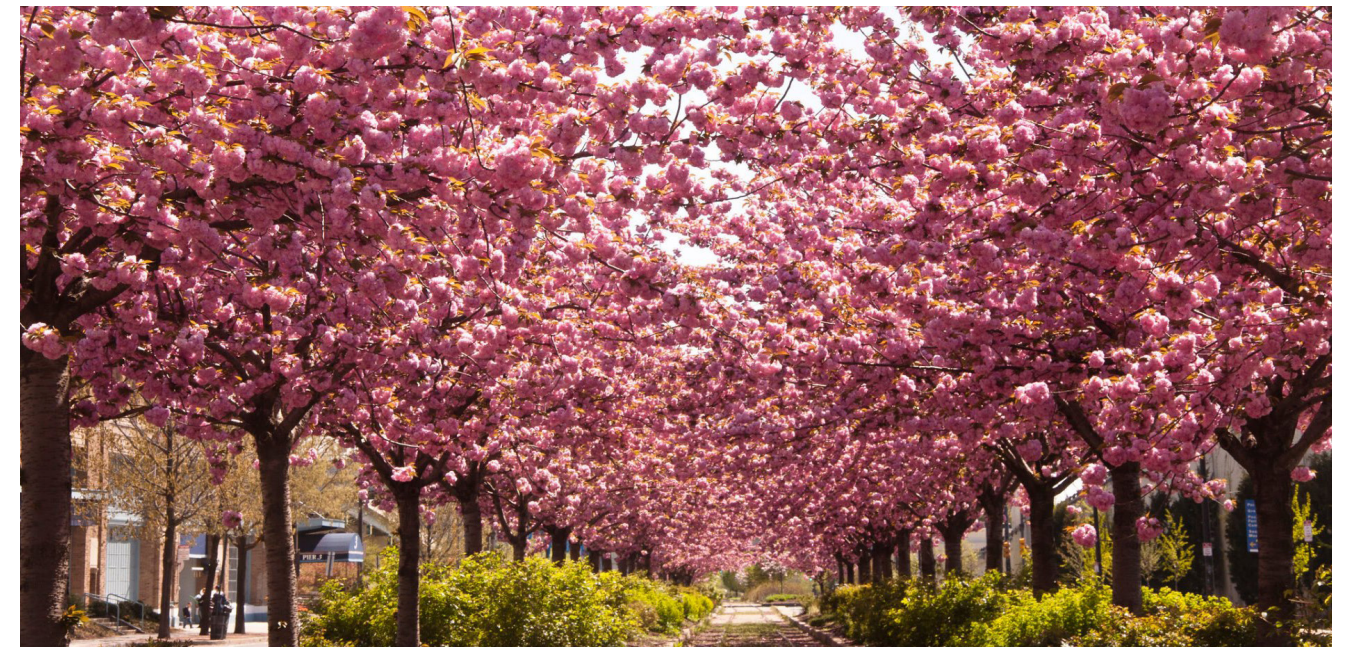


## Winter

Now's the time to hit the slopes or a seasonal attraction, or cozy up to a local pub, museum, or hot spot. In winter, our authentic and engaging brand photography brings the experience to life—and visitors to PA.







## Spring

Warmer temperatures and spring blooms offer fresh reasons for a Pennsylvania road trip. Brand photography inspires getaways by showcasing authentic moments, real perspectives, and unique-to-PA experiences.



## Summer

Our photography is all about the experience. In summer, it helps you feel the chill of a spring-fed lake, the vibe of a three day music festival, or the sweetness of a local market. Every image sends a warm invite to experience the Great American Getaway.



# TYPOGRAPHY

(6 WEIGHTS)

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t

u v w x y z

0 1 2 3 4 5 6 7 8 9 0

---

## Family

KLIM TYPE FOUNDRY

The serif typeface is chosen for its timeless elegance and readability, particularly in print media. Serifs, with their decorative strokes, convey a sense of tradition and authority, making this font ideal for long-form content such as reports, editorial pieces, and publications.

Gettysburg  
Fort Necessity  
Bushy Run  
Monongahela  
Jumonville Glen  
Fort Ligonier

(7 WEIGHTS)

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r

s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

---

Visuelt

COLOPHON FOUNDRY

Especially suited for digital platforms, this sans-serif typeface offers modernity and versatility. It offers excellent legibility across various screen sizes and resolutions. This font is perfect for website content, digital marketing materials, and internal communications.

Fishing  
Camping  
Hiking  
Museums  
Theaters  
Wineries  
Breweries

(6 WEIGHTS)

**A B C D E F G H I J K L M N O P**  
**Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r**  
**s t u v w x y z**

**0 1 2 3 4 5 6 7 8 9 0**

**PHILADELPHIA**  
**SCRANTON**  
**READING**  
**PITTSBURGH**  
**ERIE**  
**LANCASTER**

---

**STRATUM 01**

PROCESS TYPE FOUNDRY

Stratum offers crisp and powerful capitals ideal for bold, eye-catching headlines. It stands as the voice of certainty and pride, ideal for headlines, calls-to-action, and any context where we aim to leave a strong impression.

## Primary Typeface

# Visuelt

---

## Text Sizes

H1 **Heading One**

H2 **Heading Two**

H3 **Heading Three**

---

## List Styles

### Sample

- Maecenas sed diam eget
- Cras justo odio dapibus
- Donec id elit non mi metus

## Typeface Styles

Thin / ExtraLight / Light / Regular / Medium / Bold / Black  
Thin Italic / ExtraLight Italic / Light Italic / Italic  
Medium Italic / Bold Italic / Black Italic

---

## Text Colors



Primary



Primary Hover



Secondary



Secondary Hover

---

## Line height

Line height is measured by multiples of 8px.  
For example:

**Heading One**  
**Heading Two**

font size 32px  
line-height: 40px

# COLORS





### Red

Can be used to grab attention and highlight the most important elements, such as headlines and key calls to action.

### White

Use for negative space, creating a clean and uncluttered look that enhances readability and focus on content.

### Blue

Use for icons and as a backdrop for vibrant travel imagery.

---

## Primary colors

Pennsylvania is the Great American Getaway. Our brand colors were chosen to reflect our proud history in the founding of this nation and all the Commonwealth offers today.

Autumn	Winter	Spring	Summer
<b>d64726</b>	<b>93becc</b>	<b>e8a6ca</b>	<b>7e8b42</b>
80% Tint	80% Tint	80% Tint	80% Tint
60% Tint	60% Tint	60% Tint	60% Tint
40% Tint	40% Tint	40% Tint	40% Tint
20% Tint	20% Tint	20% Tint	20% Tint

**Orange (Autumn)**

Evocative of Pennsylvania’s spectacular fall foliage, this color should be used in autumn-related promotions, event listings, and travel guides for leaf-peeping tours.

**Blue (Winter)**

Reminiscent of crisp winter skies and snowy landscapes, this color is perfect for winter holiday campaigns, ski resort promotions, and highlighting Pennsylvania’s winter charm.

**Pink (Spring)**

Reflecting the blooming flowers and gentle warmth of spring, use pink to soften designs, especially in spring festival promotions, garden tours, and other events celebrating renewal and growth.

**Green (Summer)**

This lush shade mirrors Pennsylvania’s abundant greenery in the summer. Apply it to imagery, backgrounds, and graphics related to outdoor activities, parks, and summer events.

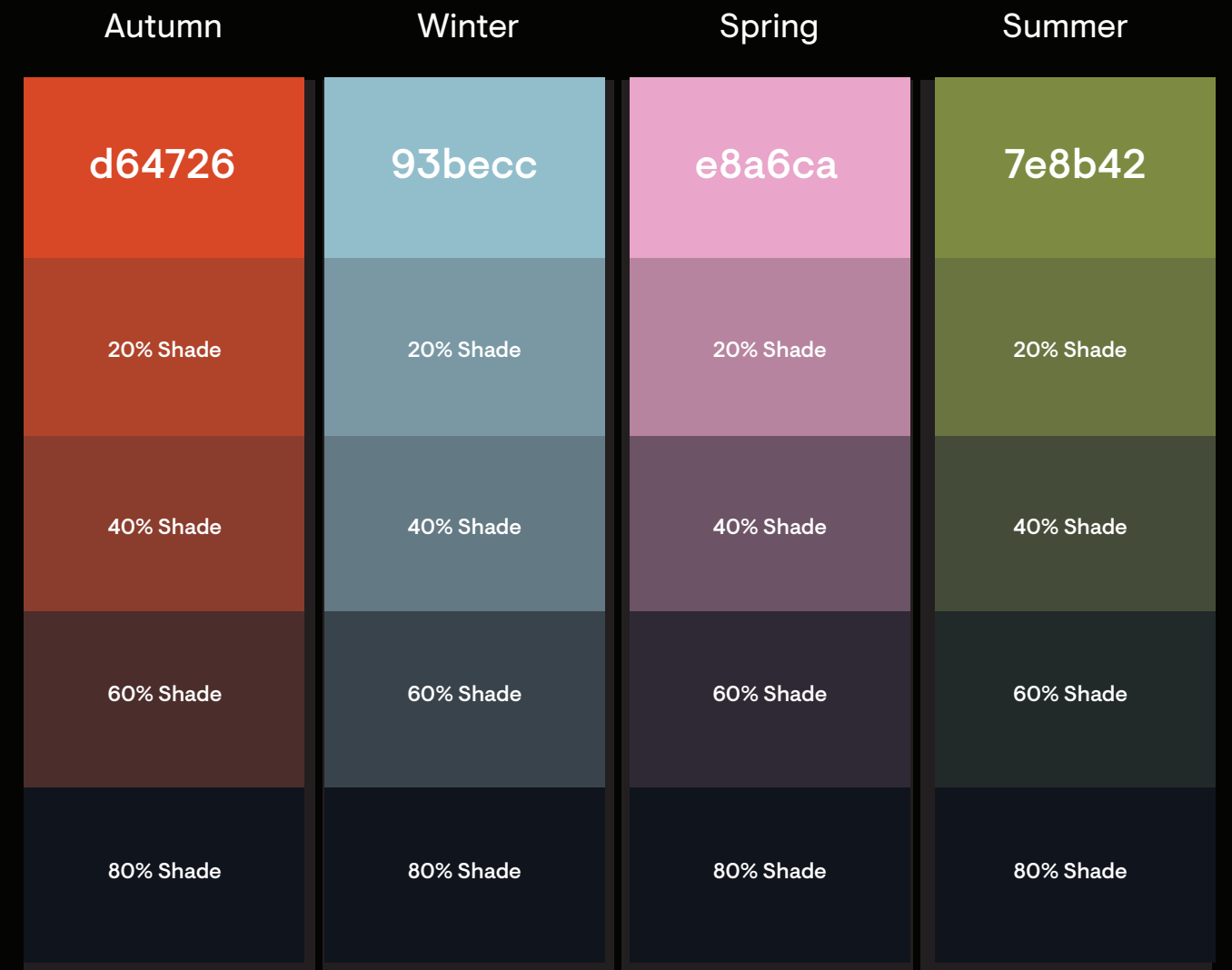
**Secondary colors**

In PA, memorable experiences change with the seasons. Our secondary palette accentuates each.



Primary colors  
dark shades

These shades can be used to expand the range of colors available.



Secondary colors  
dark shades

These shades can be used to expand the range of colors available.

(BLUE & WHITE)



**INCE  
PTOS**  
LOREM



**INCE  
PTOS**  
LOREM

Color combinations



This color combination is universal and can be used throughout all seasons.

(BLUE & WHITE)



**INCE  
PTOS**  
LOREM



**INCE  
PTOS**  
LOREM

(AUTUMN & WINTER)



**INCE  
PTOS**  
LOREM

**INCE  
PTOS**  
LOREM

(SPRING & SUMMER)



**INCE  
PTOS**  
LOREM

**INCE  
PTOS**  
LOREM

Color combinations

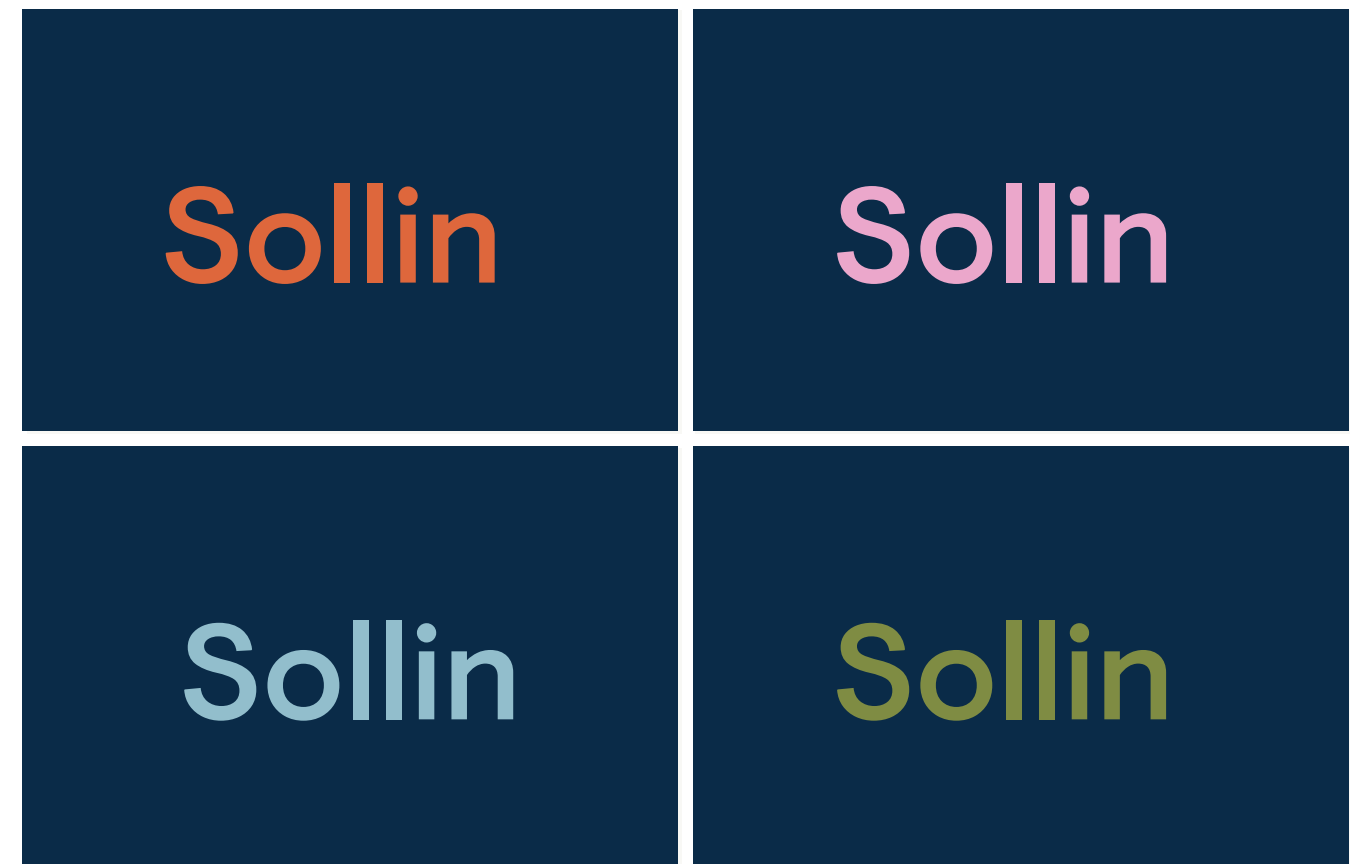
Here is the seasonal color palette combination.



(ON WHITE)



(ON DARK BLUE)



Additional color combinations

# ILLUSTRATIONS



---

## Digital Icons

These icons are primarily designed for digital use, but they can also be used for print purposes. Additionally, a separate artwork file will be provided that covers all pillars.



---

## Woodcut style

Harkening back to woodcut printing, this illustration style can feel classic and historic, or modern and contemporary.



TEXTURED BACKGROUND



TEXTURED BACKGROUND



# PATTERNS

---

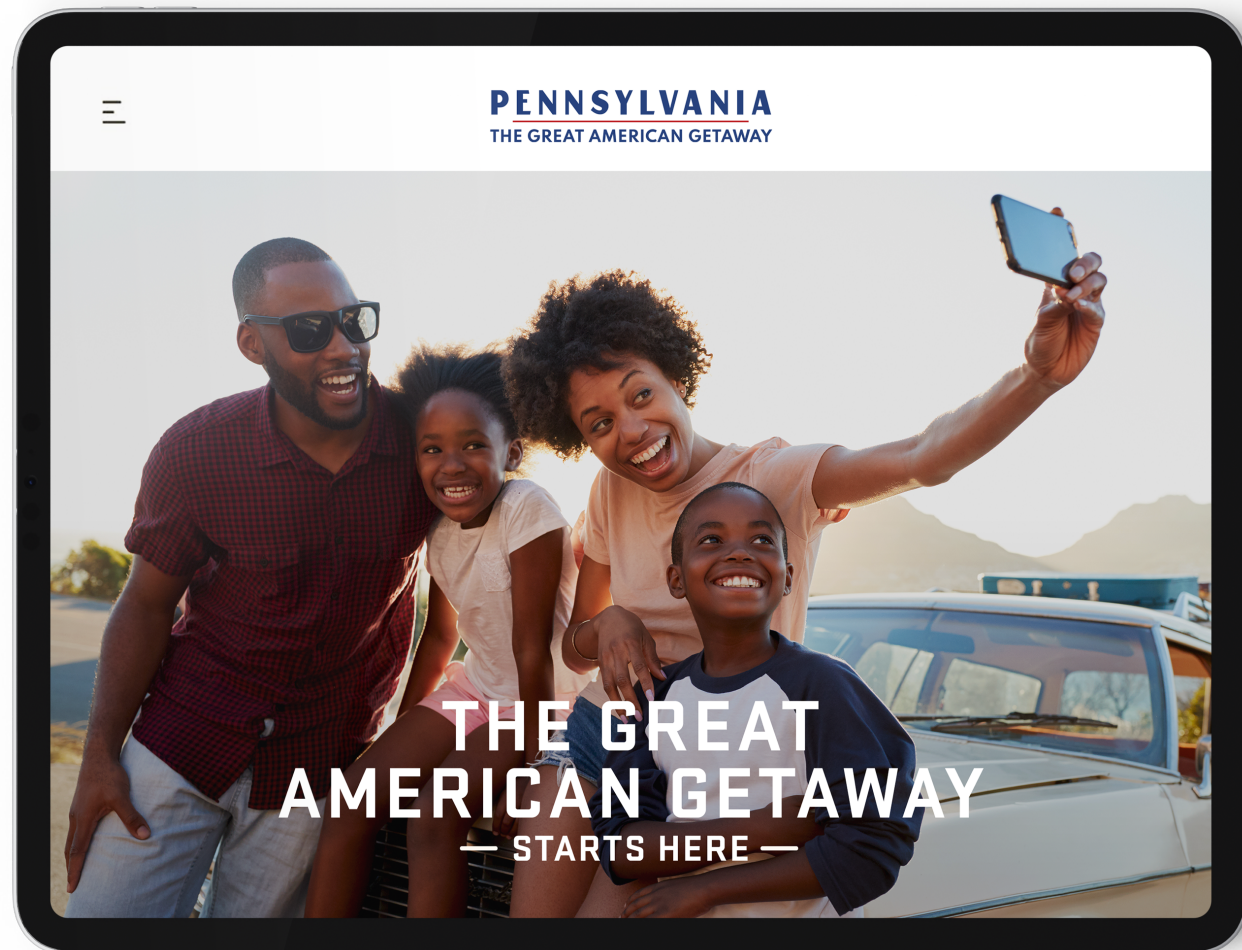
## Stripes

Bold, graphic background patterns add a layer of information or interest. These monochromatic patterns are subtle and sophisticated; never intrusive or overwhelming.



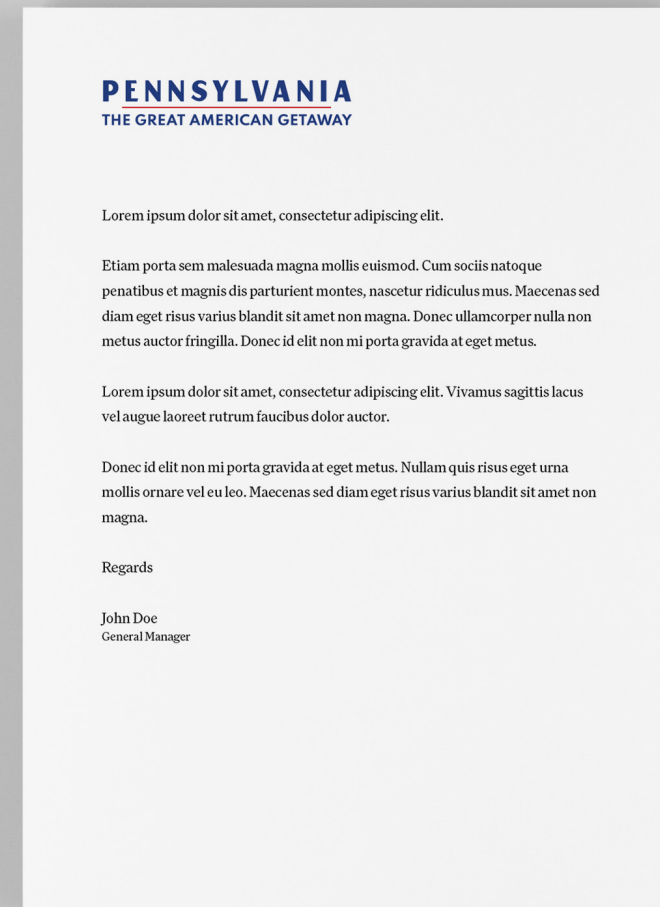
**BRINGING IT  
TO LIFE**





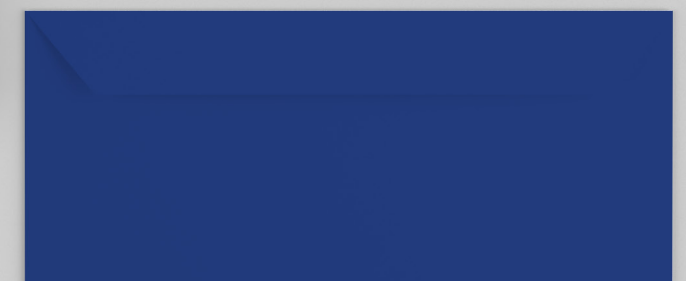
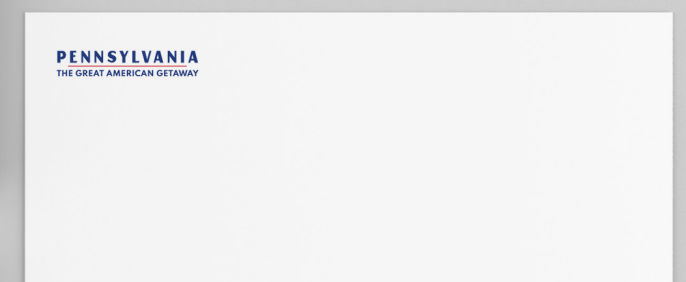
Website  
& Stationery

LETTERHEAD



BUSINESS CARDS

MINI GUIDE



ENVELOPES

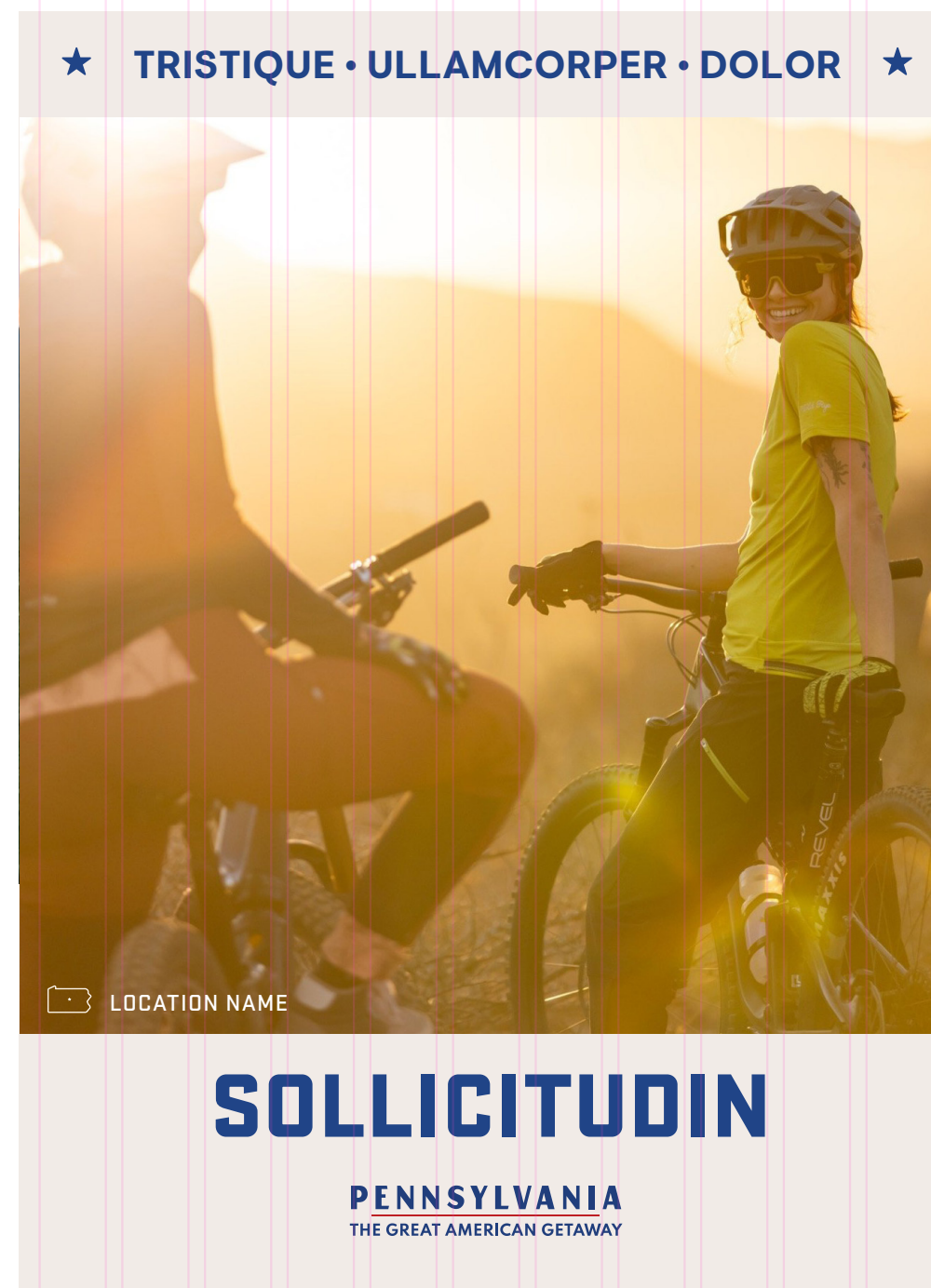
(LOWER THIRD)



## 12-Column grid

The 12-column grid is a flexible and precise framework ideal for diverse print designs like magazines, brochures, and posters. It divides the page into 12 equal vertical sections, each separated by gutters, allowing for easy alignment and balanced distribution of text, images, and graphics.

(ADLOB)





**PENNSYLVANIA**  

---

**THE GREAT AMERICAN GETAWAY**

BRAND IDENTITY GUIDELINES