



PRE-LAUNCH STYLE GUIDE

VERSION 1: OCTOBER 2019

LOGO TYPES



THE HVAB LOGO

Each version of the logo has its own appropriate uses outlined on the following page. Throughout the Pre-Launch Style Guide, we will refer to the logos as labeled above: Badge, Keystone, and Wordmark. Approved logo colors are outlined in the chart on the right. Refer to the “Logo Background Color Guide” on page 5 for more on this.

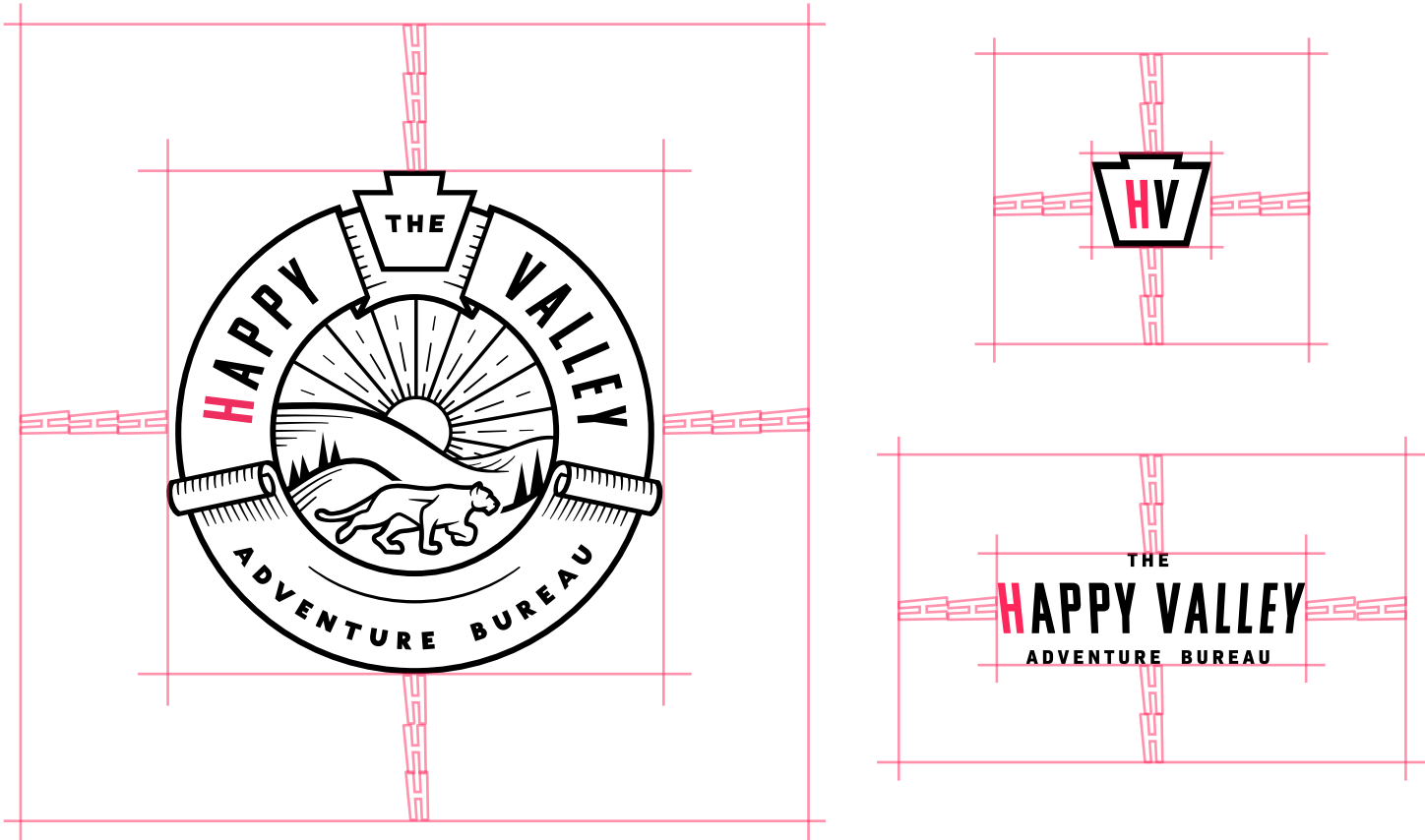
LOGO COLORS



LOGO/WORDMARK

SIZING RATIOS

Logo sizing relationships will always be measured using the letter “H” in “HAPPY” as a unit of measurement. Between the Keystone, Wordmark, and Badge, when more than one is used in the same layout, the “H” should be the same size in each. The same goes for spacing outside of the individual logo. The Wordmark and Keystone need two “H” marks minimum clearance on all sides, while the Badge needs three minimum.



WORDMARK AND KEYSTONE

The Keystone may be used with the Badge or Wordmark in a layout, but the Badge and Wordmark should never be used together. We don’t need to say the full name more than once. Badge should never be less than two inches wide in any layout. If it must be smaller, the Wordmark should be used instead.

LOGO USE CASES

Use cases are put in place to create consistency within the brand. These examples should be followed in order to create recognizable, professional-looking layouts for the HVAB.

Social Media

- The Badge should be used sparingly in social media posts. It should only be used if it is the main focus of the layout on a solid background, never over photography or as a watermark.
- If a watermark must be used, the Keystone should always be used in the bottom right corner.
- Sizing and clearance ratios should also be followed between social posts to create consistency in social feeds.
For example, the Keystone as a watermark in the bottom corner of a layout should align with the size of the H in a Badge-oriented layout. The color of the Keystone may change, but the sizing and placement will always remain the same.

Web and Banner Ads

- The simpler the better. The HVAB message should always be clear and concise, so outside of yearly campaigns it is recommended to keep layouts as clean as possible with a color Badge or Wordmark, solid background, short message, and url.

Email

- Email signatures should only include the Keystone in order to avoid repetition of the full name.

Print and Branded Items

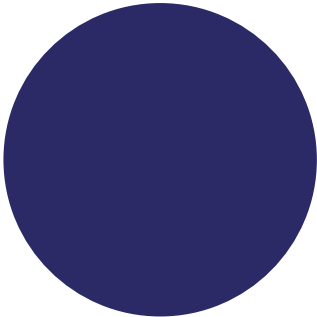
- The Badge should only be used in cases where it can be at least two inches wide. This is to make sure every part of it is always readable and no thin lines are lost.
- If it must be smaller, revert to the Keystone or Wordmark.
- If creating a series of printed items or branded merchandise (ex. for an event) one logo color scheme should be selected and followed between all items.

Over Photography

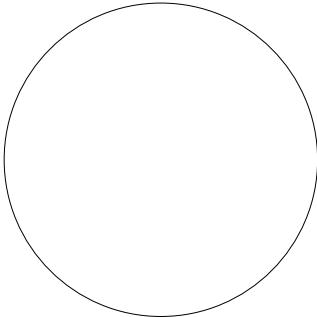
- In this instance, which should be rare, all-white versions of the logo should be used.
- When used over photography, shading behind the logo may be necessary to achieve the desired look. To make letters stand out, we recommend using a large, soft brush at a low opacity rather than adding a drop shadow.

COLOR PALETTE

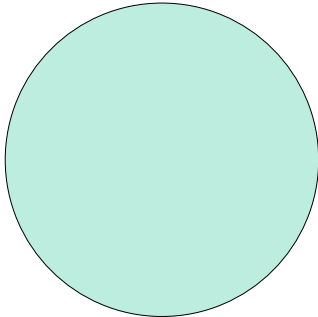
PRIMARY COLORS



DARK BLUE
PANTONE 2756 C / 2146 U
RGB 44 42 102
HEX #2c2a66
CMYK 99 98 29 18



WHITE
RGB 255 255 255
HEX #ffffff
CMYK 0 0 0 0

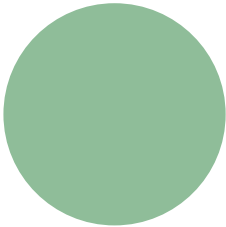


LIGHT GREEN
PANTONE 573 C / 573 U
RGB 189 237 222
HEX #bdedde
CMYK 24 0 16 0

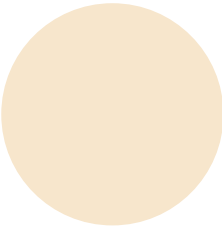
COLOR USE

- Primary colors should be used as main background options. Most layouts will contain one or more of these colors.
- Secondary colors should be used as accents. They are rarely used as backgrounds.
- Colors should be selected based on logo version chosen. Refer to the next page for a background color usage chart.

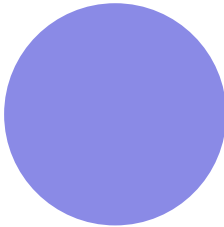
SECONDARY COLORS



MID GREEN
RGB 143 189 153
HEX #8fbd99
CMYK 47 10 47 0



CREAM
RGB 247 229 204
HEX #f7e5cc
CMYK 2 9 20 0



MID VIOLET
RGB 138 138 229
HEX #8a8ae5
CMYK 49 46 0 0




LIGHT VIOLET
RGB 229 229 255
HEX #e5e5ff
CMYK 8 8 0 0

LOGO/WORDMARK

BADGE COLOR GUIDE


Background Option A



Background Option B


Background Option C

Background Option A



Background Option B

Background Option A




Background Option B

Background Option C

Background Option D


Background Option A




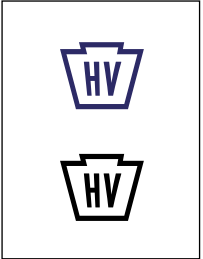
Background Option B


Background Option C

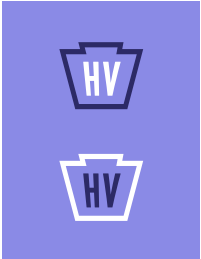
KEYSTONE AND WORDMARK COLOR GUIDE














USAGE RULES

- Use the color guide to the left for each background color. Select the logo you would like to use, and the background options are labeled on either side.
- If possible, logo should remain consistently colored between a series of items. For example, business cards and letterheads may use the outlined dark blue Badge on white. Both should use the same version of the logo and attempt to use the same sizing because they will frequently be used together.
- Logo should be used in white over photography, and HVAB blue if the photography is light.
- Black is to be used in the logo only if the entire layout must be printed in black and white. Otherwise, black should only be used for paragraph text. Refer to page 3 for important sizing and spacing rules.



The above incorrect example shows a black logo over a colored background and a blue logo over a dark photograph. The correct example follows the provided color scheme.

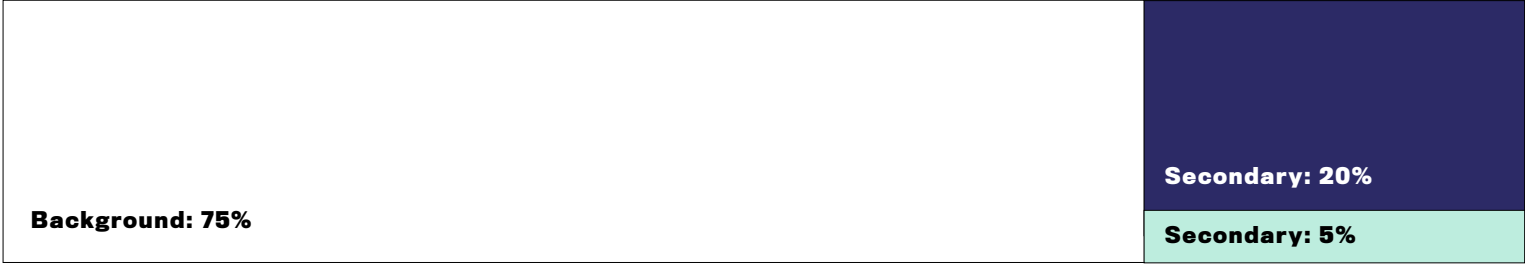
LOGO/WORDMARK

COLOR RATIOS

Primary Background A



Primary Background B



Primary Background C



USAGE RULES

Use the color ratio guide to the left as a basic guide for primary color layouts.

Example: Primary Background B

- Most of the layout should be light green with accents of dark blue and white.
The background could be light green with a dark blue border and white text.
- Designer would refer to the color guide on page 5 to select a logo that belongs on a light green background.
- An example of this type of layout would be the cover page of this document.

TYPOGRAPHY

HEADLINE/SUBHEAD FONTS

PRIMARY

TitlingGothicFB Comp Standard (Titles, Cover Pages, Dividers)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY

TitlingGothicFB Cond Medium (Labels, Section Headers)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TitlingGothicFB Cond Medium (Labels, Subsection Headers)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY FONTS

TitlingGothicFB Narrow Regular (Paragraphs)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TitlingGothicFB Narrow Medium (Bolded Paragraph Portions)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TitlingGothicFB Condensed Regular (Numbers, Bullet Points, Photo Labels)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FONT ACCESS

Titling Gothic FB is an Adobe Font that can be found here: <https://fonts.adobe.com/fonts/titling-gothic-fb>

The only weights of this font that should be used are Condensed Regular, Narrow Regular, Narrow Medium, Condensed Medium, and Compressed Standard as listed on this page.

TYPOGRAPHY

TYPOGRAPHY USAGE

When used over photography, shading behind text may be necessary to achieve the desired look. To make numbers stand out, we recommend using a large, soft brush at a low opacity rather than adding a drop shadow.

Sizing ratios should adhere to the example on the right. In most instances, text will be in either black or white.

HEADLINE/BODY FONT EXAMPLE

LOREM IPSUM HEADLINE

DI SEQUIAT VENDI SUBHEAD

DIS ALIQUIDI QUATIOR SI SECTION TITLE

Paragraph bacon ipsum dolor amet turkey beef ball tip, short loin hamburger meatball doner. Corned beef ground round andouille ham pork loin prosciutto biltong spare ribs tenderloin pig turkey landjaeger bresaola. Ball tip short ribs ribeye burgdoggen porchetta boudin. Shankle pork loin shoulder ball tip. Doner jowl bacon, meatball strip steak picanha boudin.

Ribeye drumstick beef hamburger sirloin pastrami andouille shoulder burgdoggen flank. Capicola meatloaf turkey, ball tip ham hock drumstick chicken pastrami kevin hamburger. Buffalo t-bone rump pig ham hock pork belly boudin sausage, fatback brisket. Picanha pastrami frankfurter strip steak, turkey beef shankle salami fatback drumstick buffalo short loin venison.

QUOS SA NUOT

Porchetta andouille pork belly meatloaf frankfurter prosciutto beef, landjaeger chuck spare ribs tail sausage. Biltong boudin drumstick, corned beef picanha prosciutto pork loin jerky pancetta pork meatloaf short ribs ground round ham. Pancetta frankfurter biltong jowl bresaola. Fatback ham hamburger, pig ground round venison jerky pork salami picanha filet mignon. Strip steak ground round ball tip beef corned beef porchetta swine shank rump boudin tenderloin ham pork pork belly. Tenderloin pastrami kielbasa kevin landjaeger hamburger picanha shank ball tip. Fatback leberkas ribeye, alcatra turducken tongue beef t-bone cow bresaola ham hock sausage spare ribs chuck.

KEY MESSAGING & TONE OF VOICE

BIG IDEA

These days, people are pretty bad at having a good time. They work longer hours. Take fewer breaks. Go on fewer vacations. And that’s where we come in. From the amazing people who call Happy Valley home, to the men and women of the Adventure Bureau itself, discovering new and more interesting ways to unplug, unwind, relax and reconnect is all we do. Around here, couples get closer, family photo albums overflow, and weekends with your buddies become the stuff of legend.

In Happy Valley, there’s an adventure to be found no matter where you look... in our towns and festivals... from the top of Mount Nittany to the bottom of Penn’s Cave. And as members of the Adventure Bureau, it is our sworn mission to reach those most in need of a getaway, and show them the road to relaxation.



TONE OF VOICE

- Bold
- Enthusiastic
- Joyful
- Takes having fun **very** seriously

Think Of: Leslie Knope

“THE” HAPPY VALLEY ADVENTURE BUREAU

When referring to the HVAB in official communications (press releases, etc.) be sure to include the article “The” as part of the name, as it appears in the longform and badge versions of the logo.

Referring to the HVAB colloquially in conversation (“Adventure Bureau” for example) is fine, of course. But when referring to the organization by its name, especially to an external audience, be sure to include the “The”.