LANCASTER COUNTY HERITAGE
A Program of the Lancaster County Planning Commission
Lancaster, Pennsylvania

YORK COUNTY HERITAGE
A Program of the York County Planning Commission
York, Pennsylvania

Graphics Style Guide
for Heritage Partners
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Introduction

This guide is designed for participants in the Lancaster County Heritage and York County Heritage programs – heritage tourism programs that develop and promote natural, cultural, and historic resources in Lancaster County and York County, Pennsylvania. The hallmark of these programs is the requirement that all participating resources meet strict criteria for authenticity, interpretation, and visitor readiness.

Resources that meet these criteria are invited to participate in their county’s program as officially designated Heritage Resources. Of course, these resources include museums and historic sites, but they also include restaurants, B&Bs, and handmade products that reflect local cultural traditions. In fact, these are just a few of the many types of resources that are eligible to participate.

The Lancaster County Heritage and York County Heritage programs are run independently, but have parallel management structures. Lancaster County Heritage is managed by the Lancaster County Planning Commission (LCPC), and York County Heritage is managed by the York County Planning Commission (YCPC). The two programs also use the same criteria to determine Heritage Resource eligibility, and they recognize the same resource categories. In addition, the two programs coordinate with one another on a continuing basis.

The two programs also have a regional partner, the Lancaster-York Heritage Region (LYHR). LYHR works with Lancaster County Heritage and York County Heritage to market and promote Heritage Resources, facilitate communication between the two county-level programs, and provide educational and training opportunities. While the county programs focus on product development within their own county borders, LYHR works to create products that highlight resources in both counties. LYHR also helps to ensure that the two programs are delivering a consistent message that resonates with their audience.

The Lancaster County Heritage and York County Heritage programs, however, are more than just a promotional effort. They are designed to help local communities preserve and protect resources that define the culture and landscape of the two counties. To assist Heritage Resource managers and community leaders in accomplishing these goals, the programs have produced three documents focused on different aspects of their mission.

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Publications for Heritage Resource Managers

- Program Manual (one for each county)
- Interpretation Manual
- Graphics Style Guide (this document)
Program Manual

The program manual is actually a pair of documents – one for each county. Although each manual is tailored to its own county’s needs, their content is largely the same. The program manuals help Heritage Resource managers understand the requirements of each program, how they are organized, and who is involved. It also explains the process for designating Heritage Resources, the benefits of designation, and what is expected of program participants.

Interpretation Manual

The interpretation manual, called *Telling Our Stories*, is designed to help anyone who wants to explain the significance of a resource that is significant to the heritage of his or her community. More specifically, it assists the managers of natural, cultural and historic resources in creating interpretive materials that can help these resources qualify for Heritage Resource designation.

Graphics Style Guide

This publication – the one you’re reading – is a style guide that demonstrates the proper use of the graphic identity created for the Lancaster County Heritage and York County Heritage programs. That identity is a unique “look” developed to identify and promote the programs and their designated resources. Each of the two county programs has its own color scheme, program logo and certification seal, but these elements are designed to complement one another.
Since the Lancaster County Heritage and York County Heritage programs focus on authentic natural, cultural and historic resources, it is important for them to project an image that is consistent with the character of these resources. One tool in this effort is a specially designed graphic identity that distinguishes these resources from other attractions and services in the community. Over time, this identity has the potential to become a trusted “brand” that serves as a mark of authenticity and quality throughout the two counties and beyond.

This guide provides ideas for interpretive and promotional materials that are consistent with the programs’ graphic identity. The purpose of this guide is not to prescribe a single, universal design for every situation, but to inspire creative solutions using a “toolbox” of recognizable design elements.

Other agencies and organizations such as the National Park Service (NPS) have successfully used elements like these to make their promotional materials more recognizable. If you are familiar with NPS materials, you know that the title on these publications often appears in white text on a black stripe. That design feature is now a standard that people associate with these publications. Lancaster County Heritage and York County Heritage hope to achieve the same results with their own design elements.

Each of the two county programs uses a set of two symbols: a program logo and a certification seal. The logos represent the programs themselves, and the seals indicate that a particular resource has met the programs’ Heritage Resource criteria.

Each set of symbols is only to be used in the county whose name appears on them. Heritage Resources in Lancaster County display only the Lancaster County certification seal, and Heritage Resources in York County display only the York County certification seal.

Both of the program logos have the same shape, and both of the certification seals have the same shape. The program logos are half-round and emphasize the word “Heritage,” and the certification seals are round and highlight the word “Authentic.” The color schemes and emblems in these symbols distinguish the two county programs from each other. The Lancaster County designs feature the color maroon, and the York County designs feature dark blue.

The emblem at the center of the Lancaster County designs is based on a traditional Amish quilt pattern called the “bear claw.” The colors used in this emblem – maroon, purple, and beige – are also typical of colors used in Amish quilts. In recognition of York County’s role in the American Revolution and the Civil War, the York County logo and seal include an emblem loosely based on the American flag – in traditional red, white and blue.
Program Logos

The half-round symbols shown here are the program logos, which are reserved for the exclusive use of agencies and organizations that manage or coordinate the activities of these programs – the Lancaster County Planning Commission (LCPC), the York County Planning Commission (YCPC), and the Lancaster-York Heritage Region (LYHR). Others may use these logos only by permission of LCPC or YCPC, depending on which county is involved.

Typically, program logos are used only in materials produced by the programs themselves, such as this style guide, the *Historic Towns & Villages of Lancaster County* guidebook, and regional tour maps.

**The Lancaster County Logo Has Changed!**

<table>
<thead>
<tr>
<th>Version 1</th>
<th>Version 2</th>
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</table>

The current Lancaster County Heritage program logo is the second version created for the program. The bear claw emblem has remained the same, but the fonts and other details have been updated.

More importantly, this half-round logo now serves a different purpose – it represents the program, rather than individual Heritage Resources. As noted below, Heritage Resources in both counties now use a round "certification seal" to identify themselves as a part of their county's program.

In keeping with this change, Heritage Resources may only display the half-round program logo with the permission of program staff. In most cases, Heritage Resources will only be granted permission to display this logo in the context of events and publications that are funded or sponsored by the program itself.

**Lancaster-York Heritage Region Logo**

This logo is trademarked by the Lancaster-York Heritage Region (LYHR), and may only be displayed with the permission of LYHR staff.

In the context of the Lancaster County Heritage and York County Heritage programs, use of the LYHR logo is generally reserved for program staff at the Lancaster County Planning...
Commission (LCPC) and York County Planning Commission (YCPC) in consultation with LYHR staff. In most cases, the LYHR logo appears together with the Lancaster County Heritage and York County Heritage program logos only to indicate the relationship between these programs and organizations.

Outside of this context, the Lancaster County Heritage and York County Heritage logos typically appear together with the LYHR logo only when LYHR has provided funding or technical assistance toward the creation of an individual product, such as an interpretive publication.

**Should Heritage Resources Display the LYHR Logo?**

Heritage Resource owners and managers may only display the LYHR logo with permission from LYHR staff and from program staff at LCPC or YCPC. This logo represents the LYHR organization, just as the heritage program logos represent the Lancaster County Heritage and York County Heritage programs. Contact information for these programs and organizations is provided at the end of this guide.

In most cases, the certification seal is the only symbol that Heritage Resource owners and managers are allowed to display in association with Lancaster County Heritage or York County Heritage. The use of any other symbol pictured or described in this guide is reserved for program staff.
The certification seals are designed to be the most publicly visible and recognized symbols of the Lancaster County Heritage and York County Heritage programs. Wherever the seal is displayed, residents and visitors can be confident that they will experience an authentic part of the region’s heritage. They can also be assured that the significance of the resource will be clearly explained, and that they will know what level of service to expect.

These seals are a symbol of quality that identifies a resource as part of a network of resources that meet the same strict criteria. It is a form of cross-promotion that helps resources reach visitors who appreciate the kind of heritage experience these resources offer. Visitors who stay at Heritage Lodging facilities are often looking for a Heritage Dining experience, and visitors who spend the day at Heritage Sites are more likely than other visitors to purchase Heritage Products.

The seals’ emphasis on the word “authentic” underscores the importance that authenticity plays in the Lancaster County Heritage and York County Heritage programs.

Use of the certification seal is both a benefit and a requirement of Heritage Resource designation. Most importantly, Heritage Resources are required to prominently display the seal on or near the resource itself. Although the programs allow the seal to be used in a variety of ways, the design and colors are trademarked, and may only be altered or changed with permission of the Lancaster County Planning Commission or the York County Planning Commission.

For more details about the proper use of the seal and the means of displaying it, please consult Chapter 6 of this guide, called “Displaying the Certification Seals.”
Logo and Seal Specifications

Program Logos

Program logo specifications are not included in this guide, because these logos may only be used by permission of the Lancaster County Planning Commission or the York County Planning Commission. For further information about the use of these logos, please refer to Chapter 3 called “Program Logos”, or contact program staff in your county.

Certification Seals

FONT
Adobe Copperplate Gothic Thirty-Three BC (ALL CAPS)

BACKGROUND
When the seal is used over a color background or image, the white areas shown here must remain white.

SIZE
The seal should never appear less than 5/8 inch (.625 inch) in diameter. The seal is shown here at minimum size.

SCREENED
The seal must be printed at full strength and may never be used ghosted, screened or used as a watermark.

BLACK & WHITE
The seal may appear in black when production requires and/or cost prohibits. There are two black & white versions of each seal.
COLORS

Lancaster County Heritage

Pantone (3-color)
- Red: PMS 201
- Purple: PMS 259
- Beige: PMS 465
  (Light Beige is 50% Screen of PMS 465)

4-Color Process Screen Builds (C/M/Y/K)
- Red: 0/100/65/34
- Purple: 55/100/0/15
- Beige: 20/32/58/0

York County Heritage

Pantone (3-color)
- Red: PMS 201
- Blue: PMS 282
- Beige: PMS 465
  (Light Beige is 50% Screen of PMS 465)

4-Color Process Screen Builds (C/M/Y/K)
- Red: 0/100/65/34
- Blue: 100/75/15/30
- Beige: 20/32/58/0

Digital Files

Digital files with the certification seals are available from the Lancaster County Planning Commission and the York County Planning Commission. For more information, check the Web site for your county’s program, or contact program staff.

<table>
<thead>
<tr>
<th>SEAL VERSION</th>
<th>FILE NAME</th>
</tr>
</thead>
</table>
| Three PMS colors with a white background behind the center emblem | LANC_AUTH_PMS.eps  
                             YORK_AUTH_PMS.eps |
| CMYK builds (for 4-color process printing) with a white background behind the center emblem | LANC_AUTH_CMYK.eps  
                             YORK_AUTH_CMYK.eps |
| RGB color builds (for online uses) with a white background behind the center emblem | LANC_AUTH_RGB.jpg  
                             YORK_AUTH_RGB.jpg |
| Black only with screens of black to simulate colors – must be printed in black with the stock color showing through the background behind the center emblem | LANC_AUTH_BW.eps  
                             YORK_AUTH_BW.eps |
| Solid black only (no screens) – with the stock color showing through the background behind the center emblem | LANC_AUTH_SOLID_BW.eps  
                             YORK_AUTH_SOLID_BW.eps |
As noted earlier in this guide, the certification seals are the most prominent symbols of the Lancaster County Heritage and York County Heritage programs. For that reason, the two programs require designated Heritage Resources to prominently display the seal in at least one location where visitors are likely to encounter it. The programs also encourage designated Heritage Resources to include the seal in their promotional and interpretive materials including Web sites.

The success of the Lancaster County Heritage and York County Heritage programs, however, depends on public recognition that the two programs represent high standards of authenticity and quality. To maintain that reputation, it is important for designated Heritage Resources to use the certification seal in an appropriate manner, and to use specific types of signs and other means to display the seal.

Of course, these programs are really about you – the owners and managers of the programs’ designated Heritage Resources. Although the standards outlined in this guide may require more effort to implement than typical approaches to tourism marketing, they are designed to help all of us achieve one of the central goals of the Lancaster County Heritage and York County Heritage programs: to create a distinctive tourism “product” focused on authenticity and quality.

If the “brand” created for these two programs is used without regard to the standards in this guide, it could damage the programs’ ability to maintain a distinctive identity in the tourism marketplace. For that reason, it is imperative that Heritage Resources only use the certification seal in situations where its meaning and association is clear.

Wherever the certification seal is displayed, it must be made evident to the average resident or visitor that the seal represents the resource alone. In other words, the seal must not be used to imply the programs’ endorsement of products or services that have not been reviewed and approved by program staff for the appropriate county.
Use of the Seals in Association with Heritage Products

Careful use of the certification seal is especially important with regard to Heritage Products. When a product has been formally designated as a Heritage Product, the individual, business or organization that produces, distributes or sells that product does not immediately acquire the right to display the seal in its marketing materials or advertising. This right is only granted at the discretion of program staff for the county in question, and will only be considered if certain conditions are met.

The seal may only be used when:

1. Specific Heritage Products are listed or shown, and the seal is displayed adjacent to these products; or
2. a message is included saying, “Officially designated Heritage Products sold here,” and the seal is displayed adjacent to this message; or
3. when the place where these products are sold is a designated Heritage Resource in its own right.

If a place where Heritage Products are sold is not a designated Heritage Resource, the owner, distributor or retailer may not display the seal in any context that implies that his or her business or organization is a designated Heritage Resource. He or she is also prohibited from displaying the seal in any context that implies that his or her entire stock of merchandise has been endorsed by Lancaster County Heritage or York County Heritage.

Ways to Display the Seal

The Lancaster County Heritage and York County Heritage programs offer several different ways to display the certification seal. The following pages provide a brief explanation of each sign type, visual samples and detailed specifications.

Reminder!

Even if you meet the requirements listed above, you may not display the certification seal in association with any Heritage Product until you are granted permission to do so. All uses of the certification seal in association with Heritage Products must be reviewed and approved by program staff for the county in question.
1. Permanent Metal Signs

*Sign Installed in the Ground*

**Description**

Single post, single-sided panel stand alone sign. Sign panel is 20 inches wide x 26 inches high, and is paint-finished to match Heritage standards. The sign panel is 3/4-inch medium density plywood.

Note: Posts for these signs have not yet been identified, but Heritage Resources will be given several options, both in terms of style and cost.

**Use**

This sign is intended to be one of the primary means by which a natural, cultural or historic resource notifies the public of its status as a designated Heritage Resource. This sign should be installed near the entrance to a property, so visitors are immediately made aware of the property's status as a designated Heritage Resource.

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**Before You Invest in a Sign...**

Before you design or purchase any type of exterior sign for your property, please check with your municipal government (city, borough or township) to determine what regulations apply to sign types, size, placement and installation. If your property is located on a state or U.S. highway, Pennsylvania Department of Transportation (PennDOT) regulations may apply as well. If you’re proposing to install signs related to the Lancaster County Heritage or York County Heritage programs, please contact program staff at the Lancaster County Planning Commission or York County Planning Commission.
Displaying the Certification Seals

Sign Mounted on a Wall or an Existing Sign

Description
Single-sided panel sign made from durable aluminum or stainless steel. Sign panel is 8 inches wide by 10 inches high, and is paint-finished to match Heritage standards.

Use
This sign may also be used as one of the primary means of informing the public that a natural, cultural or historic resource is an officially designated Heritage Resource. It can be mounted flush with an existing wall, or can be attached to an existing sign, such as a standard commercial sign that highlights the name of a designated Heritage Resource.

Attaching Signs and Hardware to Masonry Walls

If you want to attach a sign (or sign hardware) to a masonry wall, and you need to drill holes in the wall, please drill the holes in the mortar joints, rather than in the bricks or stones themselves. Later on, you can always refill a mortar joint, but you can’t bring back old brick or stone that has been drilled away!
2. Certification Seal Banner

**Primary Banners**
24 inches wide by 36 inches high vinyl banner with the certification seal and resource type printed on both sides (includes wood pole and mounting hardware).

**Secondary Banners**
24 inches wide by 28 inches vinyl banner with the certification seal printed on both sides (includes wood pole and mounting hardware). Use this version if Primary Metal Sign (seal and resource type) is positioned near the main resource entrance.

*Use*
This banner is one of the primary options for resources to indicate their status as a designated Heritage Resource. Using the included hardware, this banner can be attached to a building or wall. If your installation involves a masonry wall, please follow the guidelines discussed in the textbox called "Attaching Signs and Hardware to Masonry Walls."
Displaying *the* Certification Seals

Using the Certification Seal with your resource logo
You may decide to incorporate your commercial logo and the Heritage Seal together on a banner. The following examples show how to accomplish this.

**Primary Banners**
24 inches wide by 36 inches high vinyl banner with commercial logo, the certification seal and resource type printed on both sides (includes wood pole and mounting hardware).

**Secondary Banners**
24 inches wide by 36 inches high vinyl banner with commercial logo and the certification seal printed on both sides (includes wood pole and mounting hardware). Use this version if Primary Metal Sign (seal and resource type) is positioned near the main resource entrance.

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**Heritage Service**
COMMERCIAL LOGO AREA
20"w x 22"h

**Heritage Service**
COMMERCIAL LOGO AREA
20"w x 22"h

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![Primary Banner Example](image1)

![Secondary Banner Example](image2)
3. A-Frame Folding Sidewalk Sign

**Description**
20 inches wide by 36 inches high display board with the certification seal printed on both sides. Primary sign version also includes resource type.

**Use**
This board is intended for use in situations where a portable sign is useful or necessary, such as an event featuring designated Heritage Resources. It is also a useful option for Heritage Resource owners or managers who do not want to permanently mount a certification seal sign on a wall, or attach hardware for a banner.

**Primary Sidewalk Sign**

**Secondary Sidewalk Sign**
4. Signs for Heritage Routes

Description
Signs for Heritage Routes have not yet been designed, but will be created for byways and trails that have been officially designated as Heritage Resources by the Lancaster County Planning Commission or the York County Planning Commission. These signs will feature the certification seal, the words “Heritage Byway” or “Heritage Trail,” and the name of the route itself.

Like all officially designated Heritage Resources, Heritage Routes have exceptional or distinctive features that exemplify local heritage. A trail is a publicly accessible recreationally-oriented path intended for hiking, biking or paddling. A byway is a publicly accessible road that accommodates a wide variety of motorized and non-motorized vehicles, and is considered appropriate for tourism development activities.

Use
Heritage Byway signs will be posted only on designated Lancaster County Heritage Byways or York County Heritage Byways that are intended for tourism development. Municipal governments, working together with program staff in Lancaster County or York County, and with the Advisory Council for their county's program, will decide whether a designated byway should be promoted to the public. Byway signs will not be posted on any byway that is designated only for the purpose of protection and preservation.

Heritage Trail signs will be posted on all hiking, biking, or paddling routes that are officially designated by the Lancaster County Planning Commission or the York County Planning Commission.
5. Signs for Heritage Communities and Landscapes

Description
These signs have not yet been designed, but they will be created for local communities and landscapes that are “quintessential” parts of Lancaster County and York County – places that make the two counties special.

The Lancaster County Heritage and York County Heritage programs are currently working with local communities to develop criteria for these two types of Heritage Resources. The Heritage Communities designation will recognize cities, boroughs, and unincorporated villages that implement a set of best practices for preservation and tourism. The Heritage Landscapes designation will recognize areas of land that exemplify the best qualities of the local landscape.

Use
These signs will be posted at gateways to designated Heritage Communities and Landscapes, and at key locations within these areas. These signs are intended to raise awareness of these special places and their important role in defining the character of Lancaster and York Counties. In the long run, greater public recognition of the significance of these resources will help to raise awareness of the need to protect, preserve and enhance them for future generations.

As with hang tags for Heritage Products, however, these signs are not considered a form of interpretation. They are only meant to recognize communities and landscapes that have met the guidelines established by Lancaster County Heritage and York County Heritage.

Municipal governments that seek the designation of Heritage Communities and Landscapes must provide residents and visitors with a level of interpretation appropriate to a resource that encompasses an entire community or landscape. Methods of interpretation that are appropriate to these kinds of resources may include walking or driving tours, wayside panels and other interpretive signage, and permanent exhibitions.
6. Window Decal

**Description**
6 inches wide by 6 inches high adhesive window decal.

**Use**
This decal is designed to be placed on the interior side of a window or other transparent surface. This decal is not intended to be the primary means that a Heritage Resource uses to indicate its participation in Lancaster County Heritage or York County Heritage, but another means of highlighting that status.
7. Hang Tag for Heritage Products

Description
This 3 inches wide by 3 inches high hang tag is printed on heavy card stock in rich colors to match its respective heritage program. An embossed seal and die-cut string hole add quality.

Use
This tag may only be displayed on individual products that have been officially designated as Heritage Products by the Lancaster County Planning Commission or the York County Planning Commission. It may be used in conjunction with the marker described below, which is intended for a shelf or counter where designated Heritage Products are displayed.

Please note that the hang tag must be paired with appropriate interpretation, because no interpretation is provided on the hang tag itself. This requirement is discussed in more detail below.

Interpreting Heritage Products

It is important to mention that the hang tags designed for Heritage Products are essentially a type of "sign," not a form of interpretation. The hang tag merely indicates that a product has been officially designated by the Lancaster County Planning Commission (LCPC) or the York County Planning Commission (YCP). By itself, however, the hang tag does not explain the natural, cultural or historical significance of that product. In other words, it does not provide any "interpretation."

Since all designated Heritage Resources are required to provide interpretation, Heritage Products must do more than simply display the hang tag. They must also provide some form of interpretation, such as a brochure, exhibit or video that tells residents and visitors – in other words, your patrons and customers – why that product is significant to the heritage of Lancaster County or York County.

One way to provide the necessary interpretation is through an interpretive rack card that gives people the opportunity to learn more about how a particular Heritage Product was designed and made, and what it means to the local community.

Lancaster County Heritage and York County Heritage are currently developing a design template for a standard-size tourism rack card that explains who made the product, what materials were used, how it was created, and why it is significant. This card will be one option available to craftspeople and retailers to provide the interpretation that Lancaster County Heritage and York County Heritage require of all Heritage Products.
8. Marker for a Counter or Shelf

Description
6 inches wide by 6 inches high by 1/2 inch thick, full color, composite material marker with picture easel back.

Use
This marker is primarily intended as a way for craftspeople and retailers to highlight the fact that they offer Heritage Products for sale. This marker should be displayed in close proximity to these products, so consumers can associate these products with the Lancaster County Heritage or York County Heritage program.

The owners and managers of a Heritage Resource may also display these markers inside a building associated with that property, but only as a secondary means of identifying the resource’s participation in the Lancaster County Heritage or York County Heritage program. A sign, banner or other exterior display of the certification seal should be the primary means by which a property indicates its status as an officially designated Heritage Resource.
COLORS

Lancaster County

The colors maroon, purple, and beige were chosen to evoke Lancaster County's quilting traditions. In addition to appearing in the county's program logo and certification seal, they are used prominently in print literature – most notably as bold blocks. Body text should not be printed in these colors. Red or purple should be used sparingly for subhead or headline text. The program's beige color screened back to 30% is a good choice for use as a background color for black text.

York County

The colors red, white, and blue recognize the county's role in the American Revolution and in the Civil War. They are meant to be used in the same way that the Lancaster County colors are used in Lancaster County materials – as bold blocks that capture attention and help to define the programs' graphic identity.

HORIZONTAL AND VERTICAL BANDS OF COLOR

Horizontal and vertical bands of color are a key feature of the programs' graphic identity. They are reminiscent of the black stripes with white text that have become a recognizable feature of National Park Service materials.

The bands of color used in the Lancaster County Heritage and York County Heritage programs should only appear in the darker colors associated with each program. The lighter colors (beige and white) are not used for these bands. In most cases, no more than two bands of color should appear on a single page or two-page spread. Vertical bands and horizontal bands should only be mixed with each other sparingly.

With regard to bands of color, an additional rule applies to interpretive materials funded through the Lancaster County Heritage or York County Heritage programs, and to newly created interpretive materials produced by individual Heritage Resources. These materials must have a band of color that highlights the name of the resource, and this band must be located along the top of the document, or along the left side, with the name of the resource running left to right from bottom to top.

Typically, this band of color also has a narrow accent stripe along the bottom of the larger band. For Lancaster County materials, the larger band should be the program's purple color, and the accent stripe should be maroon. For York County materials, this band should be the program's dark blue color, and the accent stripe should be red.
CERTIFICATION SEAL

The certification seal must appear on all interpretive materials funded through Lancaster County Heritage or York County Heritage, and on all newly created interpretive materials produced by individual Heritage Resources.

The seal must be displayed in close proximity to the name of the resource, to emphasize the fact that the seal refers to the resource itself. In most cases, the seal should appear on the dark band of color that includes the name of the resource, or should partially overlap that band. No other logo should be displayed within that band of color, or overlapping it. If a business logo or organizational logo is included in the design, it must appear completely outside that band of color.

As mentioned elsewhere in this guide, the round certification seal is generally the only symbol that Heritage Resources are allowed to display in connection with the Lancaster County Heritage and York County Heritage programs. Heritage Resources may only display the half-round program logos and the Lancaster-York Heritage Region logo when specifically authorized by program staff.

PHOTOGRAPHS

Photographs included in publications associated with Lancaster County Heritage and York County Heritage should highlight landscapes and streetscapes that characterize the authentic heritage of Lancaster County and York County. It is essential that these images portray scenes from the two counties, and that these scenes are recognizable parts of the Lancaster County or York County landscape. Designated Heritage Resources should figure prominently in these images whenever possible.

The chosen images should evoke the “real” Lancaster and York Counties, rather than portraying the kind of “airbrushed” subject matter often associated with standard advertising literature. In heritage tourism materials, choosing the appropriate subject matter is generally more important than the artistic qualities of the images.

While recent color photos have the most visual impact, they can be mixed with black and white photos, especially when those photos are printed in amber tones. If historic images are used, it is crucial that these images depict scenes that are directly related to the history of the region, community or resource itself. Historic images showing places outside of Lancaster County or York County should only be used for comparison purposes, and should be clearly identified as such.
In most cases, photographs should credit the photographer and/or the institution or business that provided it. Credits can be provided on or near individual photos, or in a list provided somewhere in the document. The subject matter included in the image should be identified with captions, so that readers have an opportunity to learn something about the place being portrayed. In deference to copyright rules, images should only be used with the express permission of the institution, business or individual that owns the image.

The programs’ graphic identity generally features large images paired with smaller inset images. These inset images are often linked at the corners in an apparently “random” display. In most cases, no more than three images should be linked in this way.

HISTORIC ILLUSTRATIONS

The Lancaster County Heritage and York County Heritage programs encourage the use of historic illustrations in the background of printed materials. This technique is particularly effective when the illustration is an historic engraving, etching or woodcut, and when the image is printed as a dark beige screen on a light beige background. These images should portray scenes from Lancaster County or York County, the subject matter should be identified in a caption, and the source of the image should be credited. It is also important to ask permission for the use of any image.

FONTS

Lancaster County Heritage and York County Heritage program materials use a family of fonts called Adobe Garamond Pro. The certification seals use Adobe Copperplate Gothic Thirty-Three BC, but this font should not be used outside of the programs’ logos and seals. Some of the programs’ literature uses Adobe Rotis as a supporting font, particularly in text boxes.

PAPER

The Lancaster County Heritage and York County Heritage programs generally use matte, low-gloss or medium-gloss paper, and they encourage the use of recycled stock whenever possible.

Although beige or gray paper is appropriate for program materials, given the programs’ focus on heritage, it is important to be aware that tinted paper affects the appearance of printed images. Images will appear clearer and brighter on white paper. Also, since the programs emphasize quality, they encourage the use of heavy paper stock as a way to reinforce that message.
Using the Programs’ Graphic Identity

Am I Required to Use the Programs’ Design Elements?

Heritage Resources may design their marketing materials any way they choose. Every type of resource has different audiences, and successful businesses and institutions know best how to reach their patrons and customers.

Since we live in a consumer society, however, we know how powerful the right image can be. Every day, we see logos and other design elements that remind us of particular brands. The Lancaster County Heritage and York County Heritage programs seek to build the same kind of brand awareness about the authentic natural, cultural and historic resources in this region.

To achieve this goal, we need your help. Although the two programs are not recommending a common design for marketing materials, they encourage resources to use the programs’ graphic identity in their interpretive materials. If you have existing interpretive materials, and you are not ready to redesign them, consider adding the certification seal in your next printing. If you are creating new interpretive materials, we urge you to use the design elements outlined in this guide.

There is only circumstance in which the use of these design elements is required. Any materials that are funded through Lancaster County Heritage or York County Heritage must incorporate these elements.

Interpretive Materials: Some Examples

To show how the programs’ design elements can be used to create distinctive interpretive materials, a few mockups are included on the following pages. Although each example features a particular resource in one of the two counties, the colors, text and design can be easily modified for any other resource. If you would like to adapt one of these designs for your own use, please contact program staff in your county. They can provide the design and print specifications for these materials.

A Note About These Examples

Throughout this guide, owners and managers of Heritage Resources are told that they are only allowed to use the round certification seal, and that all other logos in this guide are off limits. So, why do the following examples include the half-round program logo and the Lancaster-York Heritage Region logo? The answer is, these examples were created for the Lancaster County Heritage and York County Heritage programs with funding from the Lancaster-York Heritage Region.

Although these examples were developed as a one-time demonstration project, these programs and organizations eventually hope to provide small grants to assist a few Heritage Resources in creating this kind of interpretation. Any materials developed in this way would include the logos of the programs or organizations that provided funding for their creation.
1. Brochure

**Description**
This 11 inches wide by 8-1/2 inches high six-panel gate-fold brochure folds to a finished size of 3-9/16 inches wide by 8-1/2 inches high, can be printed in four spot colors or in fullcolor and bleeds all sides.

**Use**
This six-panel brochure was designed as a companion piece to a set of wayside panels installed throughout the Borough of Hanover, in York County. These panels highlight specific events in the Battle of Hanover, a Civil War skirmish that occurred in the days leading up to the Battle of Gettysburg in July 1863.

A key element of this brochure is the walking tour map that guides visitors to the location of each wayside panel. Attractive, legible and informative maps are a crucial part of any interpretation that encourages visitors to explore on their own. Program staff at the Lancaster County Planning Commission and the York County Planning Commission can provide pointers for creating effective maps.

2. Table Tent

**Description**
This template is designed as an A-shaped table tent, but it can easily be modified as a two-sided sheet to fit in an acrylic holder. Dimensions are 5 inches wide by 8 inches high by 2 inches deep when opened as shown here.

**Use**
The card shown here was designed for the Lancaster Dispensing Company, a restaurant adjacent to Lancaster Central Market in downtown Lancaster City. The tents can be placed on tables, counters, etc.
3. Wayside Panel

Description
The images and text of these panels are generally printed on or embedded in Fiberglas or another composite material, and this panel is then set in a metal base. A wide variety of sizes and configurations are available based upon your specific requirements. The example shown below is 30 inches wide by 19-1/2 inches high.

Like many of the other examples shown in this chapter of the guide, black and white and amber-tinted photographs are used to convey the historical nature of the subject matter. In addition, an historic illustration is used as a light screen in the background. The certification seal is shown overlapping the blue band of color that includes the name of the resource, the Agricultural & Industrial Museum, a property of the York County Heritage Trust.

Use
Wayside panels are a useful medium for providing interpretation in an outdoor setting, or in a large interior space where visitors are viewing objects from a distance.
4. Interpretive Banner

Description
Banners can be used for a variety of purposes and therefore will range in size dramatically. Most banners are produced digitally through large-format printers onto vinyl or other durable substrates. Where your banner will be installed will determine what type of material should be used and what size it should be. The example shown here is 24 inches wide by 40 inches high.

Use
This banner serves a different purpose than the banners that resources may display to indicate their status as designated Heritage Resources. It is an interpretive banner, so it includes a short explanation of why the resource is significant. This banner features the York Fair, a York County event that was first held before the American Revolution, and became an annual event in the 1850s.

The focus of this banner is “Bounty,” one of the five themes of the Lancaster-York Heritage Region. This banner was conceived as one of a set of five banners that would highlight each of these themes. Its design follows a standard discussed in the “Design Elements” chapter of this guide – that the certification seal is the only symbol placed inside the band of color containing the name of the resource. In this case, the York Fair logo is included in the main part of the banner.
This graphics style guide is only a statement of where the two programs are today. As time passes, Lancaster County Heritage and York County Heritage will continue to make adjustments and improvements in the way that they present themselves to residents and visitors.

Like the brands developed for commercial products, changes will be made in response to changes both within the programs and in the marketplace as a whole. Changes in technology will make some of the current marketing techniques obsolete, but will also create new opportunities for spreading the programs’ message.

As these changes come about, and as the two programs begin to implement more of their vision, program staff and participants will become more attuned to issues that arise about the use of the programs’ graphic identity. Some rules will be relaxed, and others will be tightened. Since Lancaster County Heritage and York County Heritage are designed to serve local residents, your input will be critical to the success of these programs.

If you have any questions about any information in this guide, or you have an idea about how the programs could improve the way they present themselves to the public, please contact program staff. With your help, the Lancaster County Heritage and York County Heritage programs will become a familiar and dependable mark of quality and authenticity throughout the region.
Where Can I Learn More?

For more information about the programs and organizations mentioned in this guide, please contact staff at one of the following addresses.

**Lancaster County**
Program Coordinator  
Lancaster County Heritage  
c/o Lancaster County Planning Commission  
PO Box 83480  
Lancaster, Pennsylvania 17608-3480  

*Phone* 717-299-8333  
*Web* www.lancastercountyplanning.org

**York County**
Program Coordinator  
York County Heritage  
c/o York County Planning Commission  
28 East Market Street  
York, Pennsylvania 17401-1580  

*Phone* 717-771-9870  
*E-mail* heritage@ycpc.org  
*Web* www.yorkcountyheritage.com  
www.ycpc.org

**Lancaster-York Heritage Region**
1706 Long Level Road  
Wrightsville, Pennsylvania 17368-9009  

*Phone* 717-252-0229  
*E-mail* info@lyhr.org  
*Web* www.lyhr.org  
www.storiesoftheland.com