



Discover
Carleton
County

A group of people, including a woman in a cap, a child with a bucket, and a man, are enjoying a water activity in a river. The scene is overlaid with a large, white, stylized text that reads "Discover Clarion County".

Discover Clarion County

Find Your Trailhead to Happiness

Discover Clarion County

Experience Clarion County's diverse landscapes year-round through a vast network of trails, award-winning waterways, and unique cultural celebrations that are more than just outdoor activities—they are trailheads to new adventures, creative immersion, and cherished moments of familial bonding. From the thrill of forest adventures and historic discoveries to the serenity of nature watching and floating along the river. Clarion County uniquely blends the call to the untamed with the warmth of our heritage and community.



Delivering Our Brand Promise

The framework and future of our brand is grounded in outreach and partnership within the existing community, maintaining the essence of Clarion County, as well as promoting innovation in our marketing methods that inspire tourism.

Accessibility

Clarion County has five highway exits along Interstate 80 that offer high-speed access for travelers outside of the area. The county has an extensive network of trails and two award-winning waterways with access points that allow people of all ages a means of enjoying nature. This pillar is also important to leverage as access to the outdoors is a priority initiative for Pennsylvania through the newly created Office of Outdoor Recreation.

Diverse Activities

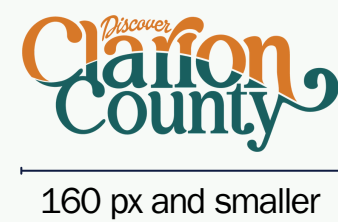
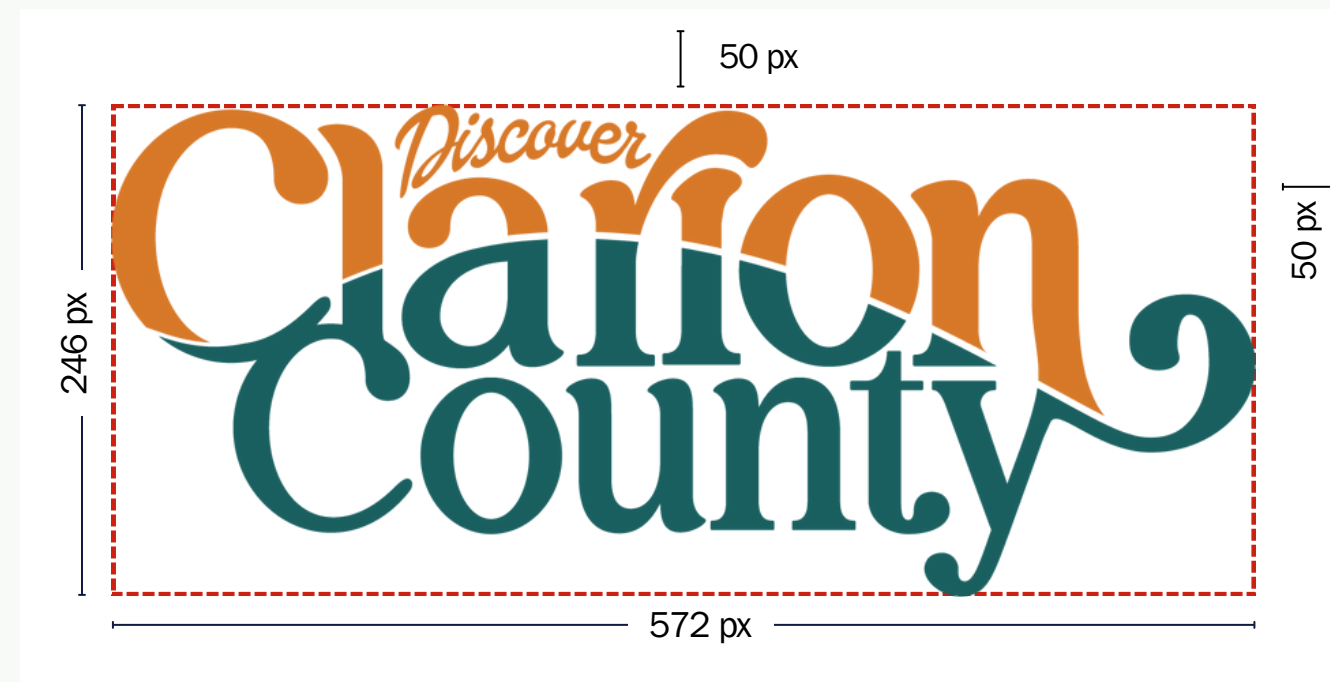
Clarion County's trails and waterways can be enjoyed in many ways beyond just hiking, biking, and kayaking. They offer opportunities for those who love adventure, natural beauty, sports, natural history, and culture. Highlighting activities like horseback riding for example reinforces the diversity of trail-related activities in the area and developing new ones like cross-country skiing allows for promoting all 4 seasons.

Heritage Themes

The concept of trails can be applied thematically to showcase the county's local culture. Heritage trails are a good way to tell Clarion County's story in a cohesive way. Well planned and coordinated trails around subjects like authentic local food spots, brew, wine, and spirits, local history spots, etc. encourage visitors to explore more than what they may have originally intended and it also increases the likelihood of returning to the area on future trips.

Our Logo

The logo can be adjusted in size that proportionately matches the dimensions found to the right. The height should never exceed the width in size. Our logo has 3 variations utilizing different icons. Not only, there are a number of color variants (next page) that can be used for a variety of seasonal and themed contexts. The standard logo should be used for smaller contexts, while the hiker can be used in larger ones. The family version will be utilized whenever advertising to families.



Primary



Campaign Hiker



Campaign Family

Our brand colors

Discover Clarion County's color palette pulls from the area's surrounding nature. It is inspired by our rivers, trailheads, trees, sky, and foliage.

Primary #21605F C 25% M 0% Y 0% K 62%	Primary #D97A27 C 0% M 14% Y 29% K 5%	Secondary #5198C2 C 44% M 16% Y 0% K 24%	Secondary #E4C14B C 0% M 14% Y 60% K 11%	Secondary #A03A24 C 0% M 40% Y 49% K 37%
#B9D8D2 C 25% M 0% Y 0% K 62%	#F3D0A8 C 0% M 14% Y 29% K 5%	#ACCEDA C 18% M 5% Y 0% K 15%	#EAE3AD C 0% M 3% Y 24% K 8%	#BD7A69 C 0% M 26% Y 33% K 26%
#ACD9B0 C 18% M 0% Y 16% K 15%	#E78345 C 0% M 39% Y 64% K 9%	#337887 C 33% M 6% Y 0% K 47%	#E3A443 C 0% M 25% Y 63% K 11%	#D84E1F C 0% M 54% Y 73% K 15%
#699B8F C 20% M 0% Y 5% K 39%	#C78622 C 0% M 25% Y 65% K 22%	#285A7D C 33% M 14% Y 0% K 51%		#CC2012 C 0% M 67% Y 73% K 20%
#52854D C 20% M 0% Y 22% K 48%		#0F1B41 C 20% M 15% Y 0% K 75%		#661710 C 0% M 31% Y 34% K 60%
#547256 C 12% M 0% Y 11% K 55%				

Use Cases

There are specific use cases for when and how a white vs. two color vs. black logo should be used on top of our brand colors.

The white logo should be the exclusive choice for use over an image. There are a number of photo & logo layouts that can be used for best logo readability.

White



Black



Two Color



Centered Middle



Mid-Opacity Overlay



Darker or Busier Photos



Color Banner

Balivia Font Family

Extra Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Semi Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typefaces

Two core fonts are in use for the brand: Balivia and ITC Franklin Gothic LT. Dollie Script can be used sparingly as an accent font.

Heading Font

Balivia

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

LOWERCASE

abcdefghijklmnopqrstuvwxyz

NUMBERS

1234567890

FONT WEIGHT

Light Normal **Bold** **Black**

Body Font

ITC Franklin Gothic LT

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

LOWERCASE

abcdefghijklmnopqrstuvwxyz

NUMBERS

1234567890

FONT WEIGHT

Regular **Semi-bold** **Extra Bold**

Accent Font

Dollie Script

UPPERCASE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ*

LOWERCASE

abcdefghijklmnopqrstuvwxyz

Color Variations



Light & Dark

Utilizing the hiker version of the logo, there are 17 color variants. A few can be used on both light & dark backgrounds, while others are strictly for one or the other – all based on readability.

Imagery

Photography should capture the wide open, expansive environments, people, and close-up views of the 'treasures' you can discover in Clarion County. Duotone, using brand colors, is acceptable for display and imagery meant to be the center of attention. We want to emphasize our colorful adventures. Black and white should be used sparingly. Minimal blur effect can be used if contrast is needed.

