



BRAND STYLE GUIDE  
PREPARED BY CHAR CO.



## LOGO

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This is Lititz's primary logo.

The logo conveys a handcrafted and personalized nature while hinting at its historical background and progressive outlook.

The Lititz logo should always be in one color, and may be reversed for use on dark backgrounds.

Clear space is an area surrounding the logo that is free of text or graphics. This clear space applies to all executions including print, web, broadcast media, and promotional items. The cap height of the letter "E" in the "Experience" can be used to determine the amount of clear space around the logo that is acceptable.

REVERSED



CLEARSPACE



Vibrant

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Warm + Inviting

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Local

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Artisan

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Timeless

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Quality

## KEY BRAND WORDS

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Brand words define the brand at large. Although the brand may possess other qualities and characteristics, brand words help to define the brand simply and concisely. Brand words give us the ability to create a strong brand story because it narrows the brand's overall focus. This produces the ability to create higher quality content that is cohesive and consistent across all messaging platforms.

Vibrant

: having or showing great life, activity, and energy

Warm + Inviting

feeling or showing friendship and affection; attractive in a way that makes you want to do something, go somewhere, be near someone, etc

Local

: relating to or occurring in a particular area, city, or town; located or living nearby

Artisan

: a person who is skilled at making things by hand

Timeless

: staying beautiful or fashionable as time passes; lasting forever

Quality

: a high level of value or excellence



## SUMMARY

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With a splendidly well-preserved small-town culture, Lititz is a treasure spot in the heart of Lancaster County. Surrounded by rolling farmland and rooted in rich heritage, residents and visitors alike relish in its timeless ambiance. Boasting a thriving, vibrant downtown; Lititz also offers trending eateries, unique shops, and many well-loved events. This blending of old and new is perhaps what sets Lititz apart from other small-town destinations. Offering a warm smile and a quality experience, Lititz continues to earn its way into the heart of many.

## CULTURE

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Lititz embodies the ideal, American small-town culture. It has a steady heartbeat of tradition and history. It is bustling and festive, but also an open-invitation to slow down, relax and enjoy oneself. It has high standard of quality with a touch of sophistication. It is a delightful mixture of the old and new; classic and on-trend. Lititz values small businesses, shopping local, and farm fresh produce. Located in the rolling hills of Lancaster county farmland, it is clean, safe and family-friendly. Lititz is well loved and nurtured by many.





## VOICE/EMOTION

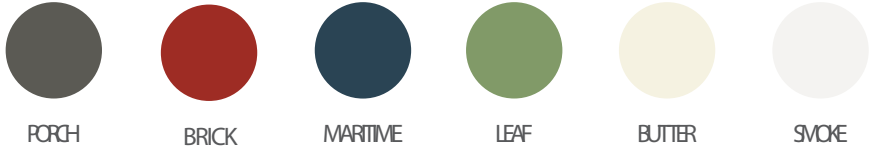
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Communication is personable, upbeat, and polished. We stay true to our hospitable appeal. The language used is infused with nostalgia. It offers a warm invitation; like welcoming friends into our home. As we connect with our audience/ they are captivated by our small town and inspired to come for a visit.

## TARGET DEMOGRAPHIC

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The individuals visiting Lititz value classic quality, timeless values, and a rich Americana experience. They value local life; appreciating the personable experience of shopping local and interacting with the community. They have disposable income, and are willing to expend more money on higher-end merchandise and leisure activities. They are looking for entertainment, but not the rush of the city. These individuals are relationship-oriented. They are likely to bring their spouse into town on a date, meet their friends for drinks, take a day trip for shopping and lunch with their mother, and bring their family into town for events. They are foodies and will drive out of their way for craft beer. They are aware of the world around them and intentionally choose a town that offers more with less. Our target demographic is located in and throughout Lancaster County as well as towns and cities within a



# BRAND COLORS

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The color of Lititz branding and promotional materials are an essential element in establishing a recognizable tone and look for the borough's identity.

Selective use of colors outside the brand palette is permitted but must adhere to tone and new colors must accent materials positively.

PORCH  
C=0 M =0 Y=10 K=79  
R=90 G=90 B=84

BRICK  
C=25 M =94 Y=96 K=21  
R=158 G=44 B=36

MARITIME  
C=85 M =63 Y=47 K=37  
R=42 G=68 B=84

LEAF  
C=40 M =11 Y=62 K=23  
R=129 G=154 B=104

BUTTER  
C=0 M =0 Y=9 K=4  
R=245 G=242 B=225

SMOKE  
C=3 M =2 Y=3 K=0  
R=244 G=243 B=241

### Gotham Family

Light | Book | Medium | Bold | Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



### COLUMBIA TITLING

LIGHT | STANDARD | MEDIUM | BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890



### Sentinel Family

Light | Book | Medium | Semibold | Bold | Black | Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## BRAND FONTS

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Three brand fonts can be used to extend the identity system for Lititz. Columbia Titling must only be used for headlines and display uses, while the Gotham and Sentinel font families can be used for copy blocks as well as headlines.

#### Gotham Family:

- Assertive
- Friendly
- Confident
- Sophisticated
- Expressive

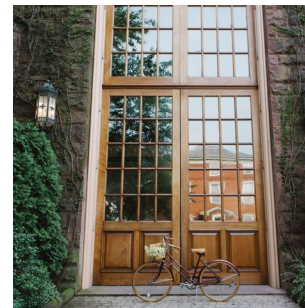
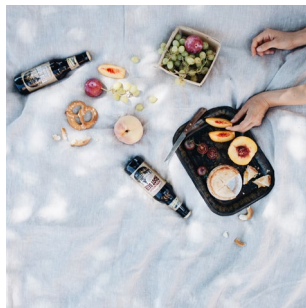
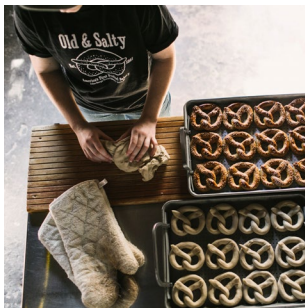
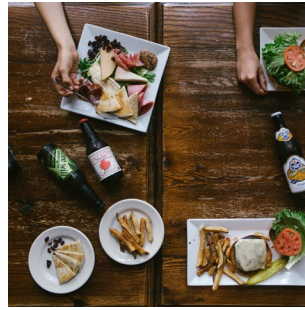
#### Columbia Titling:

- Display-focused
- Antique
- Modern Heritage
- Captivating

#### Sentinel Family:

- Honest
- Dependable
- Readable
- Fresh
- Re-imagined





## PHOTO GUIDE

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Lititz's visual story is inspired by the mixing of old and new. The photo guide communicates the modern and vibrant character of Lititz while not losing its nostalgia and Americana vibes. Collectively the images communicate the local, handmade, artisan nature of Lititz. They pull in timeless and classic while incorporating modern. Photos should represent the personality of Lititz. This photo guide is the foundation of Lititz's visual story. It is a guide for all visual imagery; ensuring a consistent and cohesive visual story.