



**WARREN
COUNTY
PENNSYLVANIA**

A brand is a mixture of tangible and intangible attributes designed to convey value and develop reputation.

Ultimately, a brand is a story told that creates an emotional connection and delivers on a promise.

Consistency is key to a brand identity. It encompasses all aspects of your marketing—from messaging to design to how you communicate.

Table of Contents

This brand guide is a living document. It is a tool to build from while not intended to limit you. The rules outlined provide guidance for creating a consistent, cohesive brand experience, while allowing for flexibility that creates the best outcomes. Design instinct is one of the most critical tools and should be applied when translating this guide to reality.

Please take time to read through this document, spend time with the guidelines, and see how all the components work together.

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About Our Brand

Our vision for Warren County:

A greater, more purposeful sense of *why* we exist, to ensure that we are all moving in the right direction.

**A vibrant people, united in
the beauty of life and land.**

We are on a mission to:

A guide for decision-making that helps align strategies, operations, and culture.

**To nurture a thriving
community that honors
its rich heritage, shared
entrepreneurial spirit,
and the natural beauty of
our cherished home.**

Our Core Values

The bedrock principles of our culture and people.

Independence: Pioneering, self-reliant, and authentic, respecting individuality.

Resourcefulness: Innovative and entrepreneurial—problem-solving creativity, getting stuff done.

Resilience: Recover quickly from adversity; maintain an enduring stability.

Big-hearted: Exceptionally generous, neighborly, compassionate, open and hard working, determined.

Nature-loving: A profound respect, appreciation of, and joy in the beauty of the great outdoors.

Our Brand Personality

Contemporary kindred spirit:

We continuously innovate to foster deeper, more meaningful connections in the modern world. We bring people together, spark shared experiences, and celebrate genuine human relationships in everything we do.

Optimistic:

We embrace a bright future with unwavering hope. We inspire positive change and celebrate the endless possibilities that live in Warren County.

Enterprising:

We are energized to explore new horizons and new ideas. We harness creativity and take bold initiative as we shape a dynamic, innovative Warren County.

Determined:

We persist relentlessly. We turn obstacles into opportunities with a steadfast focus on our goals and the pursuit of excellence—all for a flourishing Warren County.

Secure:

We foster a foundation of trust, stability, and safety. We ensure that our community feels confident and supported as we innovate and grow together.

Our Core Promise:

Absolute essence of what makes us special and sought after:

Vitality

Full of life; feeling healthy, capable, and necessary. Brings a sense that one's actions have meaning and purpose.

Our Core Emotional Benefit:

Emotion leads to action and is the single most important criterion in any relationship. We want you to feel:

Enriched

A deep sense of growth and value: from embracing new experiences and opportunities that enhance both personal and professional development; from a shared community spirit that elevates collective well-being; and from a meaningful commitment to nurturing our people and environment.



The most fundamental visual element of a brand is its logo. This is the fastest way to communicate who we are and what we stand for. It's often the first interaction someone will have with our brand, and it lives on nearly every communication we make. It conveys our identity, and every element of the brand mark is intentional—down to the spacing between letters.

About Our Logo



Our logo brings to life all that Warren County has to offer: our rich culture and history, our strong economy, our access to beautiful nature, and our vital quality of life. Simple, graphic line illustrations depict these qualities—all coming together to form a “W” that connects back to our name.

Primary Lockups

These are our preferred logo lockups and should be used whenever possible. Two different compositions have been provided—Centered and Left Aligned—depending on communication layout need.



WARREN **A** **COUNTY**

Centered



**WARREN
COUNTY**
PENNSYLVANIA

Left Aligned



WARREN **A** **COUNTY**

Centered Reversed



**WARREN
COUNTY**
PENNSYLVANIA

Left Aligned Reversed

Secondary Lockups

Secondary lockups have been provided should the Primary lockups not be suitable for certain placements. Think of these as lockups that should only be used when our preferred lockups can't be.



Horizontal Stacked



Horizontal



Stacked



Horizontal Stacked Reversed



Horizontal Reversed



Stacked Reversed

1-Color Versions

All logos are available in 1-Color if full is not an option, or when simplicity in layout is needed.



Black & White

Black & White logos are rarely needed, but are available if full color or one-color options cannot be used.



WARREN & COUNTY



**WARREN
COUNTY
PENNSYLVANIA**



WARREN & COUNTY



**WARREN
COUNTY
PENNSYLVANIA**

Wordmark Only

Wordmarks should be used if the logomark has been separated for graphic impact.

**WARREN
COUNTY** **PA**

Horizontal Stacked—A

WARREN **PA** **COUNTY**

Horizontal

**WARREN
COUNTY**
PENNSYLVANIA

Stacked—B

**WARREN
COUNTY** **PA**

Horizontal Stacked—A Reversed

WARREN **PA** **COUNTY**

Horizontal Reversed

**WARREN
COUNTY**
PENNSYLVANIA

Stacked—B Reversed

Logomark Only

When our wordmark is in close proximity, or we are clearly mentioned within a communication piece, the logomark may be used alone as a design element without the name. This allows for design flexibility and the opportunity to use our brand in different ways.



Icons

The illustrations that created the four parts of our logo have been provided as separate elements that can be used to support various communications.



Culture:

A simplified line illustration of the historic Warren County courthouse represents our rich history and culture.



Economy:

The cog represents our commitment to a flourishing economy.



Nature:

The tree represents our wide-open spaces and access to beautiful nature.



Vitality:

The sunburst represents our vitality and the quality of life our region has to offer.

NOTE: To keep stylistic consistency for the brand, any new icons that are developed should be created in the same monoline illustration style.



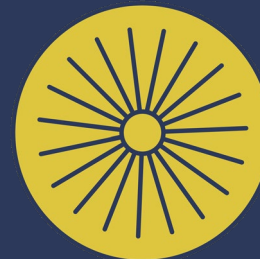
Culture



Economy



Nature



Vitality

Primary Lockups with Tagline

Our logo with tagline lockup can be used whenever we want to reinforce our point of difference. Tagline lockups should be avoided when in context of similar messaging.



Centered



Left Aligned



Centered Reversed



Left Aligned Reversed

Secondary Lockups with Tagline



Horizontal



Stacked



Horizontal Reversed



Stacked Reversed

Tagline Lockup: Usage Guide

If the tagline is being used elsewhere within the same communication piece—either as a graphic element or in copy—we recommend using our primary logo without the tagline to avoid redundancy.



Headline

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.



*No reference to tagline—
use logo version locked up
with the tagline.*

The Place to Become

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua.



*Tagline language used as headline—
use primary logo without tagline.*

Headline

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore
et dolore magna.



THE PLACE TO BECOME



*Tagline used as graphic element
with logomark separated for
graphic emphasis—use
wordmark only.*



Logo Rules

Safe Area

White space surrounding our logo should never be less than 75% of the height of the logomark.
No copy, image, or other visual may exist within that space.



Safe Area: Tagline

White space surrounding our tagline lockup should never be less than 75% of the height of the logomark.
No copy, image, or other visual may exist within that space.



Scale

To maintain legibility of our logomark design, avoid displaying the logo width below **1" for print or 125 pixels for web.**

NOTE: Always resize proportionally at the correct ratios.



Minimum Width:
1" for print
125 px for web



Use where
width is less than:
1" for print
125 px for web
use simplified logo
versions without
line art.

Small-Scale Logo Versions

Separate color-block logo versions have been provided only to be used at the specified small-scale dimensions.



Full Color



1-Color Navy



1-Color Neutral Reversed

Logo Don'ts

Every element of the logo was made with intention and reason. That's why no alterations may be made. Logos should always be taken from the original image files provided. Some examples of improper uses are displayed here:



WARREN COUNTY PA

Never reset the type styling or typeface.



WARREN & COUNTY

Never change colors within the logo—even with colors in the brand palette.



WARREN & COUNTY

Never stretch or skew.



Never place over busy backgrounds without sufficient negative space.



Never set on an angle.



Never use over backgrounds not in our color palette or without sufficient contrast.



WARREN & COUNTY

Never alter the scale or relationship of the logotype to the logomark.



Never change or rearrange the logo elements.



WARREN & COUNTY

Never apply gradients, shadows, or other effects.



Color Introduction

Our brand color palette is important because it helps to establish our identity, evoke emotion, and create a consistent brand image. Each color was chosen to help convey our values and personality.



Heritage Navy

Anchored and timeless. This deep, confident blue grounds the brand in strength and legacy. It reflects the county's enduring foundations—conveying a place where tradition empowers ambition.

Open Sky

Fresh and uplifting. This color taps into a rich history and thriving culture. It represents the freedom to imagine, explore, and contribute to something long-lasting.

Bold Harvest

Energetic and bold. This bold orange evokes the grit and energy of Warren County's economic engine. It celebrates entrepreneurship, hard work, and the drive to carve new paths.

Warm Neutral

Soft and inviting. This neutral evokes the county's welcoming spirit—a place where people can connect, relax, and feel at home.

Trailway Green

Lively and restorative. This green reflects growth, rejuvenation, and the natural landscapes. It invites exploration, harmony, and renewal.

Sunrise Gold

Bright and optimistic. This golden hue captures Warren County's vitality and optimism. It signals joy, quality of life, and the promise that here is where your greatest moments await.

Our Brand Palette

Our primary colors should always be used first, and secondary colors should be used as accents.

Colors and their respective color profiles should always be considered for final output.

Rarely are Pantone colors used unless printing with an offset printer. However, they provide a great reference for determining if a printed color is appearing as intended.

Note: Coated Pantone values may differ from Uncoated values due to color variation when printing to different paper finishes. Always consult with your printer when selecting Pantone colors.

Color used online should always use the provided hexadecimal color values. This will ensure optimal brightness and contrast.

Primary
Colors
50%

Heritage Navy

Hex #2C395B
RGB: 44, 57, 91
CMYK: 90, 80, 39, 30
Pantone 2767 C | 2767 U

Warm Neutral

Hex #F4F1DE
RGB: 244, 241, 222
CMYK: 4, 3, 13, 0
Pantone 7499 C | 7499 U

Secondary
Colors
50%

Open Sky

HEX: #93C0D1
RGB: 147, 192, 209
CMYK: 42, 12, 12, 0
Pantone 291 C | 290 U

Bold Harvest

HEX: #D26409
RGB: 210, 100, 9
CMYK: 13, 72, 100, 3
Pantone 152 C | 715 U

Trailway Green

HEX: #54AB6E
RGB: 84, 171, 110
CMYK: 70, 10, 75, 0
Pantone 2256 C | 2256 U

Sunrise Gold

HEX: #DEC63F
RGB: 222, 198, 63
CMYK: 15, 17, 90, 0
Pantone 7405 C | 107 U



Co-Marketing

What is Co-marketing?

Co-marketing is a collaborative marketing strategy where two or more businesses partner to promote each other's products, services or content to a broader, shared audience.

By co-marketing, you leverage each other's resources, audience, and expertise to achieve a greater reach and impact than you would individually.

Brands can co-market together through current and new marketing and advertising campaigns, events, and sharing resources and efforts.

Brand co-market through various marketing tactics, including social media, websites, and print and digital media.

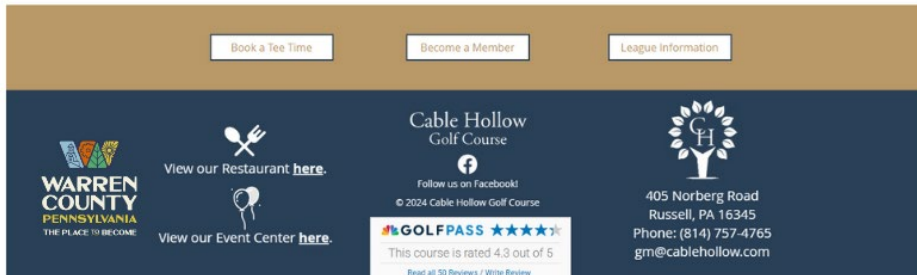
Examples - Website



Red Oak Campground



Add the logo to the footer or another area on the site that can be visible on multiple pages to link to our new website,
www.warrencountypa.com



Examples – Social Media

Warren General Hospital
August 29 at 12:18 PM · 🌐

👉 Your voice shapes our vision! At Warren General Hospital and Warren Medical Group, we're building a stronger future for our community—together.... See more

Warren General Hospital
Community Feedback Survey


Dan Grolemond
CEO, Warren General

"We're committed to delivering exceptional quality, safety, service, engagement, and a patient experience that truly reflects our community's needs."

**These words matter,
but your voice matters more.
Please take our survey.**


WARREN COUNTY
PENNSYLVANIA
warrencoutypa.com


wgh.org/survey



👍 Warren County Chamber of Business and Industry and 25 others · 23 shares

👍 Like 💬 Comment ➦ Share




Glade Volunteer Fire Department
2.2K followers · 205 following

🔔 Following 🔍 Search

Posts About Mentions Reviews Reels Photos More ▾

Intro
Fire / EMS / Rescue

📄 Page · Emergency Rescue Service
📍 14 Hohman Rd, Warren, PA, United States, Pennsylvania
☎ +1 814-723-5271

Posts ⚙ Filters


Glade Volunteer Fire Department is in Warren.
August 30 at 9:33 PM · 🌐
Kinzua Rocks



On social – you can add the logo to your main graphic, or include it in post copy or on graphics

Examples – Store front



We have clings/stickers you can add to your storefront doors or windows



Brand Contact

Thank you. If you have any questions about this guide, or anything regarding the Warren County brand, please reach out to:

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Warren County Chamber of Business & Industry

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