



*Visit  
Erie*

**GOOD LIFE. GREAT LAKE.**

Brand Guidelines 2025



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**E**rie, Pennsylvania is a jewel on the lake. Mother Nature curled a coastline to create a one-of-a-kind place to forget the day-to-day. Scenic trails to wander. Miles of sandy beaches. And just about every water activity you could fathom. Combine that with a cool small-city charm brimming with unique shops, cultural happenings and mouth-watering dining—that's Erie. That's how a good life should be lived.





The background is a dark, monochromatic illustration of a coastal scene. On the right, a tall, cylindrical lighthouse with a lantern room at the top stands prominently. To its left, a small, simple building with a gabled roof is nestled among trees. In the foreground, a group of people are gathered on a grassy area, possibly near a body of water. The overall style is that of a detailed, dark-toned engraving or woodcut, with fine lines and cross-hatching for texture and shading. The text 'Brand Voice & Messaging' is centered in a bold, white, sans-serif font.

# Brand Voice & Messaging



## Voice and Tone

### **Approachable, never ordinary**

Erie is great at making friends. We are down-to-earth and up for just about anything.

### **Relaxed but inspiring**

Don't let our easy-going nature lull you. Erie is always looking to surprise and inspire our guests.

### **Simple pleasures, thoughtfully told**

We highlight what truly matters: local flavors, scenic moments, and meaningful connections.

### **Confident without the hype**

We share what makes Erie special with honesty and pride. No exaggeration. No fluff.

### **Curious and inviting**

Erie speaks to our visitors' natural sense of wonder; an invitation to explore and soak it all in.





## Key Messaging

At the heart of our brand are clear, consistent messages that reflect who we are, what we stand for, and how we connect with our visitors.

**The lake is more than a view; it's a way of life.**

It provides a rhythm to our lives, and compels us to slow down and recharge.

**Close by and easy to get to.**

Perfectly positioned within a few hours' drive of major cities, Erie is an ideal getaway or spontaneous road trip.

**Expectations are sure to be exceeded.**

Whatever your preconceived notions, prepare to be wowed by Erie's vibrant bayfront, buzzy food spots, and unexpected cultural gems.

**Everyone finds their version of the good life.**

There's literally something for everyone: families, foodies, outdoorsy types, and couples of all ages.

**Erie is where ease meets energy.**

The vibe is lakeside chill with a small-city spark. Erie manages to be both laid-back and "let's go!"

**Simple pleasures shine brighter here.**

It's a sunset stroll on the lake or discovering a new favorite craft beverage. Here, small moments just seem momentous.





## Key Pillars

Visit Erie's brand pillars are rooted in the values that define "the good life"—a vibrant blend of community, natural beauty and family fun for all ages.

### The Great Outdoors

Situated on the lake that shares its name, Erie offers visitors state parks, sandy beaches and outdoor adventure throughout the year.

### A Foodie Favorite

Culinary choices abound in Erie. Chef hot spots, local wineries and charming lakeside dives serve up all the flavor without the fuss.

### Makers and Culture

A vibrant arts and festivals scene draws enthusiastic audiences to Erie year-round. In summer, free festivals fill the air with music.

### Family-Friendly for All Ages

Good times start at the beach and just keep going. Splash parks and coasters. Museums, ballparks and cross-country skiing. Having fun never gets old.

### Heritage Woven In

So much history has traveled through Erie. From lighthouses to landmarks, there is a rich and rewarding story to be discovered.







# Visual Identity



## Photography Style

The visual style embraces bright, natural lighting with cinematic touches, creating a look that feels both elevated and authentic. Compositions are surreal yet believable, striking a balance between candid moments and carefully curated beauty.

### Timeless Composition

Captured moments with slight, but charming imperfections. Think of your favorite family photos.

### Candid Moments

These are unscripted stories of people relaxing, laughing or taking in the view.

### Warm Natural Light

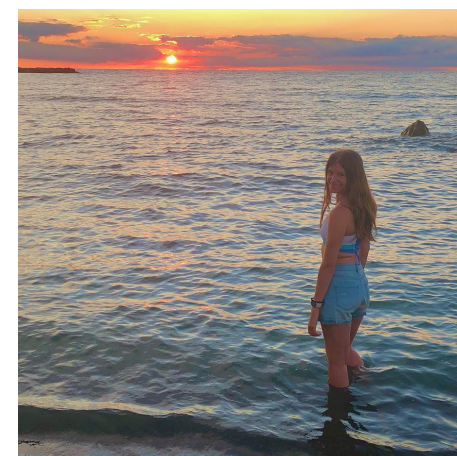
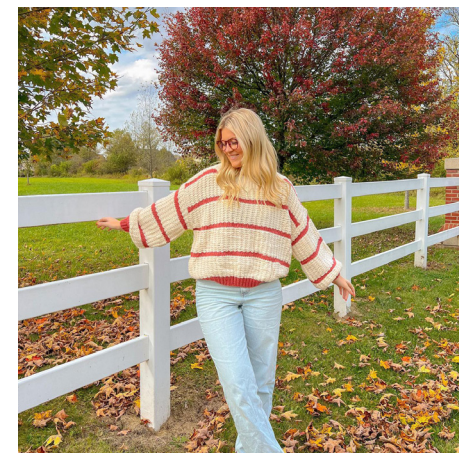
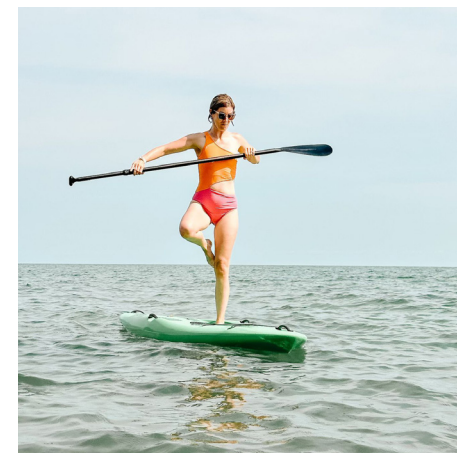
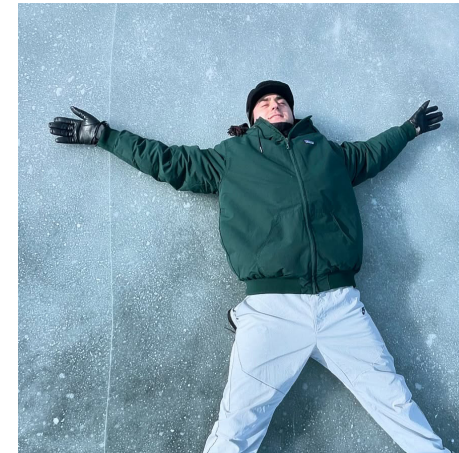
Think golden hour glow on a quiet street or soft window light filtering onto an Erie cafe table.

### Film Feel

Gentle vignettes with warmth and subtle grain to add a nostalgic, cinematic touch.

### Seasonal Atmosphere

Each season should shine in its own right—golden autumn tones, cozy winter moments, blooming spring color, or the glowing warmth of summer.





# Color Palette

These colors represent the overall identity of the brand. Our palette is rich, warm, and subtly nostalgic, yet clean and modern.

Primary Colors	RGB	CMYK	PMS
Lake Blue	055599	98, 73, 11, 1	2154 C
Lake Green	38998a	76, 20, 52, 2	7473 C
Eclipse Blue	31324e	84, 80, 43, 40	5255 C

Accent Colors			
Sunrise	f99f22	0, 44, 97, 0	1375 C
Sunset	f05432	0, 82, 90, 0	171 C
Ice	89a3d4	47, 29, 0, 0	7451 C
Sand	f7cc9f	2, 21, 39, 0	712 C
Dirt	853626	30, 84, 89, 32	1685 C

Lake Blue  
055599

Lake Green  
38998a

Eclipse Blue  
31324e

Sunrise  
f99f22

Sunset  
f05432

Ice  
89a3d4

Sand  
f7cc9f

Dirt  
853626

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# Typography

## Headline Typefaces

Use serif or sans serif fonts depending on the tone.

### Sans Serif Typeface (Primary)

Clean, bold, and modern.

**Think:** events, itineraries, social content, and wayfinding

**Use for:** headlines, digital banners, signage, and social media graphics

### Serif Typeface (Secondary)

Warm, expressive, and editorial.

**Think:** sunsets, small-town charm, lakeside calm

**Use for:** long-form copy, blogs, print ads, brand storytelling

## Letter Case

Headlines don't need to be in all caps. Use your discretion based on tone, content, and clarity. Title case or sentence case can often feel more human, especially in storytelling.

When using two weights, skip one in between for contrast; like **Normal** and **Bold**, not **Normal** and **Medium**.

✗ Paragraph style  
Ac facilisis in, egestas eget quam.  
Maecenas sed diam eget risus varius  
blandit sit amet non magna. Vestibulum  
id ligula porta felis euismod semper.

✓ Paragraph style  
Ac facilisis in, egestas eget quam.  
Maecenas sed diam eget risus varius  
blandit sit amet non magna. Vestibulum  
id ligula porta felis euismod semper.

GT Eesti Pro Display - [Grilli Type](#)

Clean, bold,  
& modern

GT Eesti Pro Text - [Grilli Type](#)

For all longer-form content, use the text version of the typeface. Designed for readability at smaller sizes, it offers optimal legibility while maintaining the brand's visual tone. Use in regular weight for body copy, and reserve heavier weights or italic styles for emphasis only when necessary.

Grenette - [MyFonts](#)

Warm, expressive  
and editorial.



# Layout & Composition Principles

- Generous white space
- Bold, simple headlines
- Modular design for flexibility across platforms





## Illustration & Graphic Elements

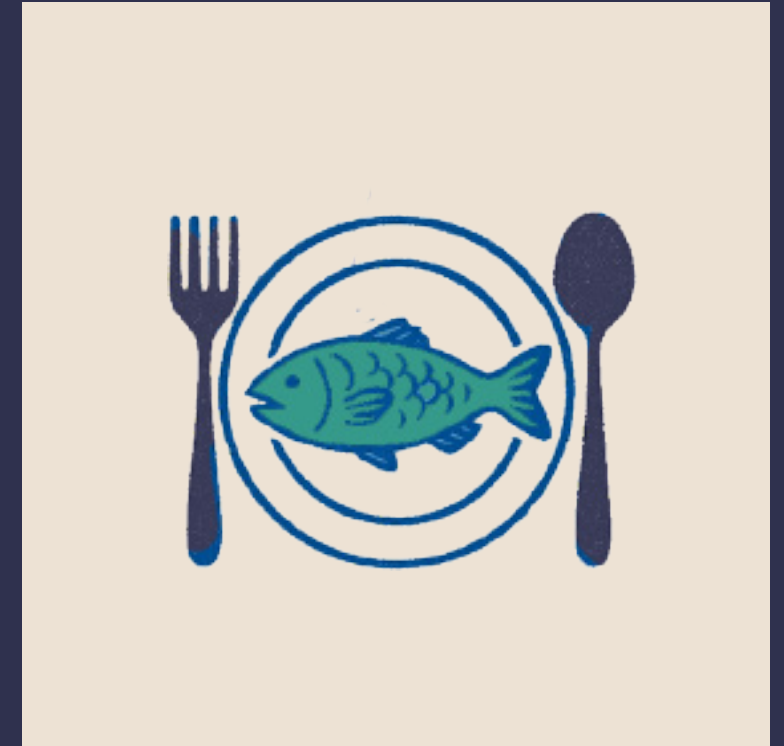
### Storytelling Elements

- Modern, vector-based with a hand-drawn feel, used to convey personality and guide visual narratives

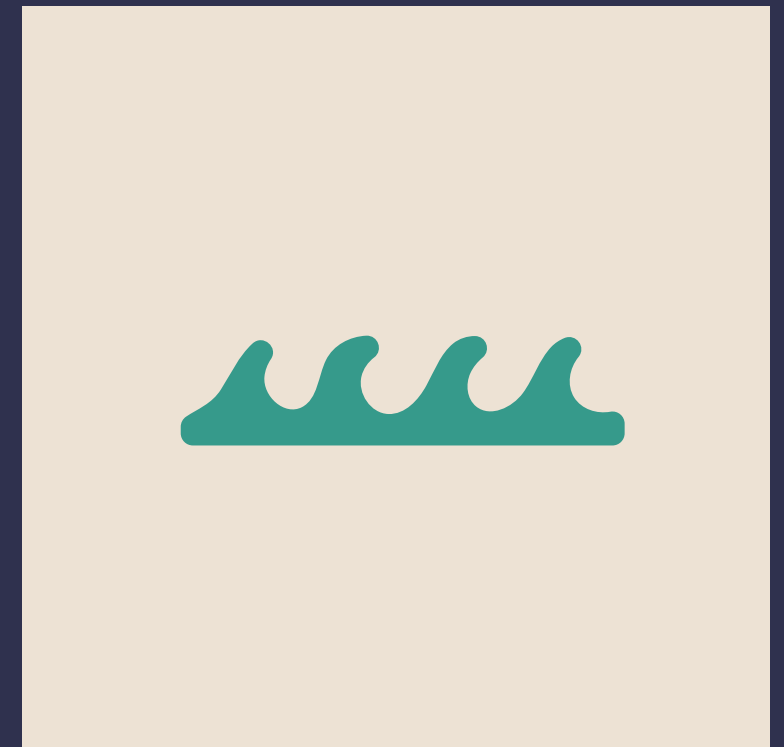
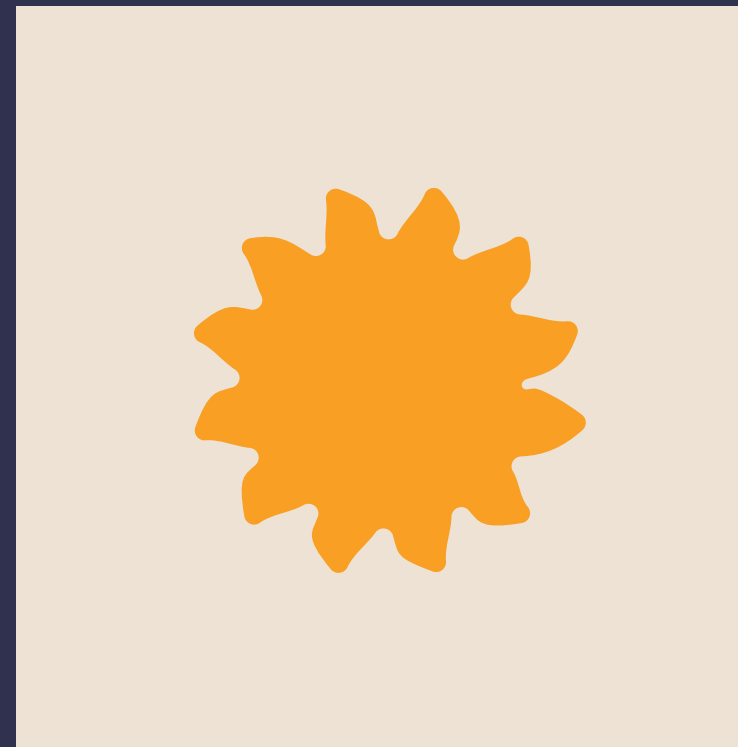
### Decorative Elements

- Accent elements like waves, suns or whimsical icons can be used as masks or containers

### Storytelling Elements



### Decorative Elements







# Logo & Lockup Guidelines



## Logo Usage

The primary logo is the preferred version and should be used whenever possible to represent the brand. A one-color version is also available for simplified applications.

- Use the primary logo on simple, solid white or light backgrounds.
- For dark, busy, or photo-based backgrounds, use the one-color alternate version for better contrast and clarity.

Primary Logo



One-Color Alternate Logo



One-Color Alternate Logo





## Horizontal Usage

Use this version when a wider format is needed, such as web banners, footers, or signage. It ensures balance and legibility in horizontal spaces where the primary logo may feel cramped.

- Use the full-color logo on simple, solid white or light backgrounds.
- For dark, busy, or photo-based backgrounds, use the one-color alternate version for better contrast and clarity.
- When using a one-color version of the logo, only Eclipse Blue or white are permitted. Always ensure there is sufficient contrast for clarity and legibility.

Full-Color Horizontal Lockup



One-Color Horizontal Lockup



One-Color Horizontal Lockup





## Wordmark Usage

The wordmark may be used on its own when space or layout limits the full logo. It's especially useful in digital formats, small merchandise, or casual brand placements. An approved thick white border or container shape can be added to improve legibility across varied backgrounds. This version can also be used for more playful or informal applications, where a simplified mark still delivers brand recognition. When using a one-color version of the wordmark, only Lake Blue or white are permitted. Always ensure there is sufficient contrast for clarity and legibility.

Wordmark on light backgrounds



Wordmark on dark backgrounds





## Clear Space & Sizing

- Maintain clear space equal to the height of the “V” in Visit
- Minimum width: 1.25 inches (print) or 120px (digital)





## Dos and Don'ts

- Do use approved color variations
- Don't stretch, skew, or place over busy patterns





## Co-Branding & Divisions

- Lockups with partner logos must maintain clear space
- Use vertical or horizontal lockups as needed for balance







# Creative Applications



## Out-of-Home (OOH)

- Photo-forward layouts with short, witty headlines
- Keep copy minimal, memorable, and eye-catching





## Digital Display

- Vertical and horizontal formats
- Motion-friendly assets (looping water, animated sun, etc.)
- Clear CTA with brand tagline





## Website & Mobile

- Immersive landing page visuals
- Optimized typography and layout for scannability
- Mobile-first performance with interactive itineraries



## Print Collateral

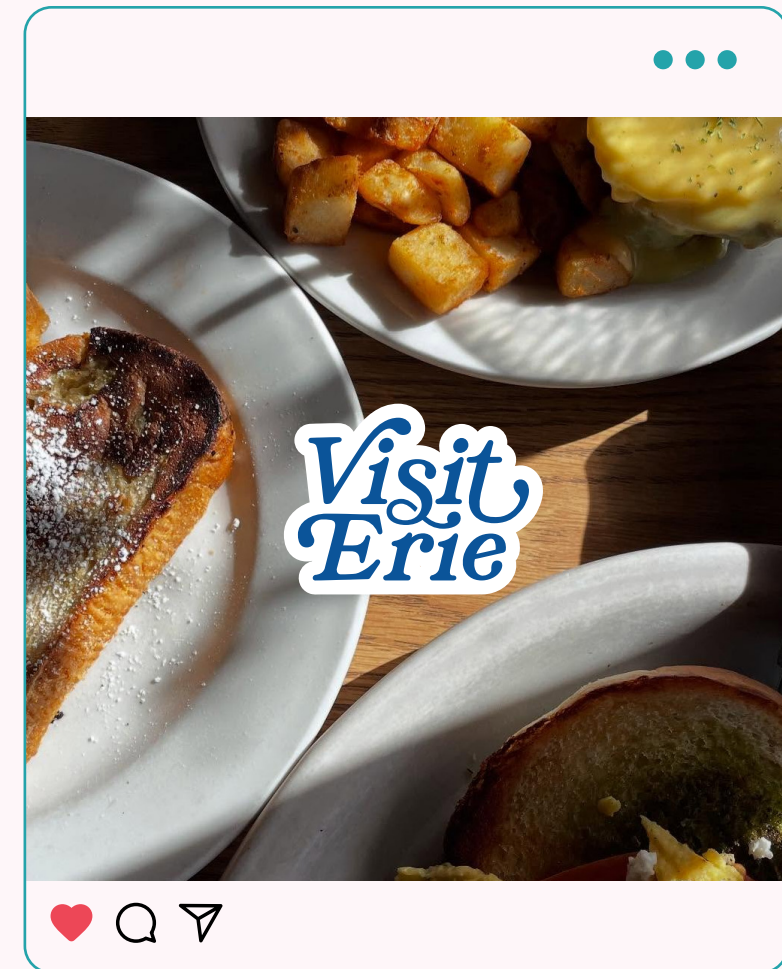
- Full-bleed imagery with clean, modern grids
- Maps and guides with custom iconography





## Social Media

- Short-form video and reels built around micro-moments
- Aesthetic travel content, editorial captions
- Branded sticker sets





# Resources & Downloads



## Asset Library

To access official logos and brand assets, please visit [www.visiterie.com/brandkit](http://www.visiterie.com/brandkit). Be sure to use the most up-to-date versions to maintain brand consistency across all communications.

# Contact Info for Brand Team

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