This Graphic Standards Manual is the result of nearly seven years of development in cooperation with the Journey Through Hallowed Ground (JTHG) Partnership’s Destination Marketing Organization Committee (DMOC), which is comprised of the directors of tourism from each of the 15 counties within the Journey Through Hallowed Ground National Heritage Area. In September 2005, the JTHG DMOC set as a key goal the development of a comprehensive brand. Since that time, the Journey Through Hallowed Ground Partnership’s brand has been developed, refined, tested and adopted.

By implementing a standardized approach to the use of logos and taglines we take an important step in enhancing the association of the Journey Through Hallowed Ground National Heritage Area and National Scenic Byway as a world-class destination, not only for visitors but for the citizens of this remarkable region.

Graphic Identity is the sum of all the visual impressions associated with the Journey Through Hallowed Ground (JTHG). The impact of any brand depends on the consistent use of logos, tagline and descriptions, resulting in a large number of impressions over a long period of time. Familiar logos are not “read” as words, but processed by the brain visually, evoking a complex set of associations which reinforces the brand in a way more powerful than words.

By using this graphic identity system, we can help build upon the JTHG Partnership’s reputation for excellence. We can increase the quality, efficiency and cost effectiveness of our communication efforts, both individually and collaboratively. We can better reflect the diversity of our destination and in the long run this effort will help deliver on the promise made by the Journey Through Hallowed Ground Partnership’s brand.

The new JTHG Partnership’s visual identity should be phased in. Existing inventories of print materials may be used up; new materials should incorporate the new graphics. Follow the standards described in this manual; they are a roadmap to success.

For any concern relating to our this document, please contact us at:
The Journey Through Hallowed Ground Partnership
P.O. Box 77 | 15481 2nd Street | Waterford, VA 20197
(540) 882-4929 | info@jthg.org | www.HallowedGround.org
The name “Journey Through Hallowed Ground” represents different aspects of the brand: from the organization to a geographic region. The description below provides usage guidelines. Please refer to them when creating your messages and content to ensure correct usage from the following items:

» The Journey Through Hallowed Ground Partnership
» The Journey Through Hallowed Ground National Heritage Area
» The Journey Through Hallowed Ground National Scenic Byway
» The Journey Through Hallowed Ground

The Journey Through Hallowed Ground Partnership

Background: When referencing “… The Partnership,” you are talking about the organization that oversees the Journey Through Hallowed Ground National Heritage Area and the Journey Through Hallowed Ground National Scenic Byway.

Preferred Language: The JTHG Partnership is a non-profit organization dedicated to raising awareness of the unparalleled history within the swath of land from Monticello to Gettysburg. Comprised of over 350 municipal, business and non-profit organizations, including every elected body within the four-state region, the Journey Through Hallowed Ground Partnership has successfully created the Journey Through Hallowed Ground National Heritage Area, the Journey Through Hallowed Ground National Scenic Byway, and award-winning educational programs connecting students of every age to our nation’s rich heritage. For more information, go to www.HallowedGround.org

Preferred Language: The Journey Through Hallowed Ground Partnership is a four-state partnership from Gettysburg to Monticello. It brings together businesses, developers, preservationists, heritage sites, farmers, students, teachers, citizens and elected officials to celebrate America’s heritage in the most historic corridor in our nation while simultaneously fostering opportunities for economic growth and creating educational programs for students of every age. For more information, go to www.HallowedGround.org

Preferred Language: The Journey Through Hallowed Ground Partnership is a non-profit organization dedicated to raising worldwide awareness of the unparalleled history in the Journey Through Hallowed Ground National Heritage Area and along The Journey Through Hallowed Ground National Scenic Byway. From Gettysburg to Monticello, it’s known as Where America Happened™. It contains more history than any other region in the nation and includes: World Heritage sites, over 10,000 sites on the National Register of Historic Places, 49 National Heritage districts, nine Presidential homes, 13 National Park units, hundreds of African American and Native American heritage sites, 30 Historic Main Street communities, sites from the Revolutionary War, French-Indian War, War of 1812 and the largest single collection of Civil War sites in the nation. For more information, go to: www.HallowedGround.org
The Journey Through Hallowed Ground National Heritage Area

Background: When referencing “… The National Heritage Area,” it denotes the entire four-state region (including parts of Virginia, Maryland, West Virginia, and Pennsylvania) that Congress designated as a Journey Through Hallowed Ground National Heritage Area in 2008. There are 15 counties in the Journey Through Hallowed National Heritage Area, spanning those four states.

Preferred Language: With 400 years of European, American and African-American heritage, the Journey Through Hallowed Ground is a National Heritage Area with a National Scenic Byway running through it. From Gettysburg to Monticello, it’s known as Where America Happened™. It contains more history than any other region in the nation: World Heritage sites, over 10,000 sites on the National Register of Historic Places including, nine Presidential homes, 13 National Park units, hundreds of African American and Native American heritage sites, 30 Historic Main Street communities, sites from the Revolutionary War, the French-Indian War, War of 1812, the largest collection of Civil War battlefield sites in the nation and much more. For more information, go to: www.HallowedGround.org

The Journey Through Hallowed Ground National Scenic Byway

Background: When referencing “… The National Scenic Byway,” you are talking about the 180-mile road that intersects the Journey Through Hallowed Ground National Heritage Area; the road that the U.S. Secretary of Transportation designated the nation’s 99th National Scenic Byway, and is one of the highest honors the Secretary can bestow upon a public road. In 2009, based on the road’s intrinsic cultural, historic, natural, recreational, and scenic qualities, Secretary LaHood designated the thoroughfare a National Scenic Byway. Now known as the Journey Through Hallowed Ground National Scenic Byway, it runs 180 miles through three states from Gettysburg, PA to Thomas Jefferson’s Monticello in Charlottesville, VA. It includes portions of US Rt. 15, VA 231, VA 20 and VA 53, running through Virginia, Maryland and Pennsylvania. The JTHG National Scenic Byway is part of the America’s Byways® collection of just 150 distinctive routes nationwide designated by the U.S. Secretary of Transportation.

Preferred Language: The Journey Through Hallowed Ground National Scenic Byway runs from Gettysburg, PA to Thomas Jefferson’s Monticello in Charlottesville, VA and follows what was once called the Old Carolina Road. Today it’s US Rt. 15, VA 231, VA 20 and VA 53. The JTHG National Scenic Byway is part of the America’s Byways® collection of 150 distinctive routes nationwide designated by the U.S. Secretary of Transportation. For more information, go to: www.HallowedGround.org

The Journey Through Hallowed Ground (The Region)

Preferred Language: With 400 years of European, American and African-American heritage, the Journey Through Hallowed Ground is a National Heritage Area with a National Scenic Byway running through it. From Gettysburg to Monticello, it’s known as Where America Happened. It contains more history than any other region in the nation and includes: World Heritage sites, over 10,000 sites on the National Register of Historic Places, 49 National Heritage districts, nine Presidential homes, 13 National Park units, hundreds of African American and Native American heritage sites, 30 Historic Main Street communities, sites from the Revolutionary War, French-Indian War, War of 1812 and the largest single collection of Civil War sites in the nation. For more information, go to: www.HallowedGround.org
The JTHG Partnership has more than one logo. It is imperative that these logos be used in a consistent manner to maintain the integrity of its intent.

### PRIMARY & SECONDARY LOGO

The primary (A) and secondary (B1 and B2) logos are to be used in all marketing efforts for the JTHG Partnership except for Electronic Media and the Ambassador Program. Logos for the two exclusions have been developed to better relay the brand and conform to program guidelines.
ELECTRONIC MEDIA LOGO
Electronic media demands a logo to be web-friendly and adaptable to electronic devices varied viewing sizes. The Electronic Media Logo (C) shown was developed for the JTHG website.

All guidelines in this document apply to both print and electronic applications, unless otherwise specified.

CERTIFIED TOURISM AMBASSADOR PROGRAM
The Journey Through Hallowed Ground Certified Tourism Ambassador (CTA) program is a groundbreaking, nationwide certification program that serves to increase tourism by training and inspiring front-line hospitality employees and volunteers to work together to turn every visitor encounter into a positive experience. As part of the program certification a logo was developed meeting requirements such as having a star incorporated. This logo is to only be used on the Journey Through Hallowed Ground CTA program materials.
MINIMUM SIZE REQUIREMENT
The primary logo (A) and secondary logos (B) are designed for the great majority of uses. In print uses, the primary logo should be at least 1.25” wide. In on-screen uses (web & video), the primary logo should be at least 100 pixels wide.

Do not use the logo below these size ranges.

A. Primary Logo

Do not use below 1.25” wide in print.
Do not use below 100-pixel width in web use.

B. Secondary Logos

Do not use below 1.25” wide in print.
Do not use below 100-pixel width in web use.
MINIMUM FREE SPACE
The logo must have a “buffer” space around it to maintain legibility and visual impact. No other graphic elements, such as typography, rules, pictures, etc., should infringe upon this space.

The minimum free space needed is given relative to the width of the logo: where logo width is (w), the required buffer space is 0.25w.

Examples:
If the logo is 1.0” wide, the required buffer space is 0.25”.

If the logo is 1.5” wide, the required buffer space is 0.375”.

Logo

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

\begin{center}
\includegraphics[width=\textwidth]{logo.png}
\end{center}

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*
COLOR VARIATIONS
There should be a high degree of contrast between the JTHG logo and its background. These full-color guidelines apply to color printing and to on-screen use for the Web, presentations and video.

Two variations of the logo are available. The background of an application will determine which one you use.

**One-color Black Logo**
The one-color black logo is used on whites/tints lighter than 30% black or light photographic backgrounds.

**One-color Reverse Logo**
The one-color black logo is used on blacks/tints darker than 50% black or dark photographic backgrounds.

Note: Photographs often vary in lightness and darkness within the image. Pay special attention to placement of the logo on images so that the contrast and legibility are not compromised.
**APPLIED-TONE BACKGROUNDS**
In newspaper ads, low-budget printing, and originals for photocopying, designers may be restricted to the use of black and white or grayscale. In these conditions, the preferred treatment of the logo is black against white, because that provides for maximum contrast.

It’s also acceptable to reverse the logo to white against black. However, please remember that newsprint and photocopying do not provide a true black, so some contrast will be lost.

Against grayscale backgrounds of values 30% black or lighter, use the logo in solid black. Reverse the logo to white for backgrounds 50% black or darker. Take great care in applying tints to the logo itself.

Remember, reproduction on newsprint is somewhat unpredictable. There will be variances day to day and sometimes within a print run. When in doubt, choose the design solution that provides maximum contrast.

**Correct**
- Black against white is preferred
- Reversed to white against black
- Solid black against approximately 30% or lighter value of black
- Reversed to white against a 50% or darker tone of black

**Incorrect**
- Do not tint logo less than 60% black against white
- Do not tint logo less than 40% against black
- Do not use solid black logo against darker backgrounds
- Do not reverse logo to white against a light background
INCORRECT APPLICATIONS
Software has made it very easy to alter graphics by applying filters and special effects, or simply by changing shapes and colors. Please resist the temptation.

The impact of any logo depends on consistent use resulting in a large number of impressions over a long period of time. The best logos are not “read” as words, but act as visual stimuli, automatically triggering a complex series of associations.

Any changes to the shape and color of a logo reduce its impact and can, over time, defeat the entire purpose of a logo program.

This page illustrates some of the more obvious ways a logo can be destroyed by incorrect use.

Please avoid these and all other changes to the JTHG logo.
TAGLINES
The Journey Through Hallowed Ground Partnership has trademarked the following name and tag lines:

» The Journey Through Hallowed Ground®
» Take the Journey™
» Where America Happened™
» Where America Happens™
» Of the Student, By the Student, For the Student™

No organization or individual can use any Journey Through Hallowed Ground Partnership-related references for any purposes without the explicit written approval from the Journey Through Hallowed Ground Partnership.

LOGO TAGLINES
This logo allows for the ease of tagline adaptation such as changing Gettysburg to Monticello to National Scenic Byway.

The five approved taglines are as follows:
» Gettysburg to Monticello
» Monticello to Gettysburg
» National Scenic Byway
» National Heritage Area
» Partnership

Note: The tagline is to fill the space proportionally and not distorted either vertically or horizontally.
Registered Trademark
A registered trademark is a word, symbol, design, combination of letters or numbers or other device which identifies and distinguishes products and services in the marketplace. A registered trademark is followed by the ® symbol.

Once the symbol is added to registrations and trademarks, they must be properly formatted. The logos provided on this page show the proper placement of the registered trademark symbol.

Proper Use of Trademarks
For documents two pages or less, trademark or registered trademark symbols should be denoted once in the most prominent place, such as the cover. If documents are more than two pages, including but not limited to brochures or pure textual material in a booklet, registered trademark symbols should be used as often as needed to ensure those reviewing, editing, interpreting and/or reading the material understands the owner of the trademarks.

On web pages, registered trademark and trademark symbols should be noted on the first occurrence on every page registered trademark appears.

Adherence to these guidelines is imperative to maintain the integrity and legal recourse available to the registered trademark.
COLOR PALETTE
Color can be a powerful component in arousing emotion and awareness. This core color palette was based on the Antonia Walker painting shown to the right. This color palette has been created for use on various internal and external visual applications.

Used singly or in combinations, this color palette can, for example, be applied to graphic elements on brochure covers, chapter divider pages and promotional folders. On other printed documents or in PowerPoint presentations, they can be used on diagrammatic or statistical charts and graphs. They may also find use on displays and temporary signing needs.

To maintain consistency it is essential that these colors are always represented accurately. Always follow the Pantone, CMYK, and RGB values shown in the chart on this page.

<table>
<thead>
<tr>
<th>Name</th>
<th>Pantone</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Sky</td>
<td>284</td>
<td>c55</td>
</tr>
<tr>
<td>Light Sky A</td>
<td>297</td>
<td>c49</td>
</tr>
<tr>
<td>Light Sky B</td>
<td>317</td>
<td>c18</td>
</tr>
<tr>
<td>Light Sky C</td>
<td>304</td>
<td>c30</td>
</tr>
<tr>
<td>Pink</td>
<td>196</td>
<td>c0</td>
</tr>
<tr>
<td>Blue Mountain</td>
<td>279</td>
<td>c68</td>
</tr>
<tr>
<td>Violet Mountain</td>
<td>271</td>
<td>c43</td>
</tr>
<tr>
<td>Dark Green-Blue Hills</td>
<td>316</td>
<td>c100</td>
</tr>
<tr>
<td>Light Green Trees</td>
<td>386</td>
<td>c6</td>
</tr>
<tr>
<td>Green-Grey Trees</td>
<td>370</td>
<td>c56</td>
</tr>
<tr>
<td>Brown-Green Trees A</td>
<td>118</td>
<td>c0</td>
</tr>
<tr>
<td>Brown-Green Trees B</td>
<td>126</td>
<td>c0</td>
</tr>
<tr>
<td>Hay Field</td>
<td>128</td>
<td>c0</td>
</tr>
<tr>
<td>Red-Brown A</td>
<td>139</td>
<td>c0</td>
</tr>
<tr>
<td>Red-Brown B</td>
<td>154</td>
<td>c0</td>
</tr>
<tr>
<td>Burgundy</td>
<td>195</td>
<td>c0</td>
</tr>
</tbody>
</table>
**Signature**

**FONTS**
Typography is an essential part of JTHG brand and personality. It helps unify our materials and promotes recognition of a familiarity with our messaging.

The JTHG Signature extends to the use of the typeface options of Bernard Modern Condensed and Times New Roman as shown here. These typefaces are attractive and very functional, possessing a range of weights and styles for complex typographic needs.

Additional fonts to accompany these must be vetted through The Journey Through Hallowed Ground Partnership.

<table>
<thead>
<tr>
<th>Approved Typefaces</th>
<th>Google Alternative</th>
<th>Equivalent Web Standard - In Code View Windows fonts, Mac fonts, Font family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bernard Modern</td>
<td>Buenard</td>
<td>Palatino Linotype, Book Antiqua(^3), Palatino, serif</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Times New Roman</td>
<td>N/A</td>
<td>Times New Roman, Times New Roman, Times, serif</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tahoma</td>
<td>N/A</td>
<td>Tahoma, Geneva, sans-serif</td>
</tr>
</tbody>
</table>
The JTHG visual identity system introduced in February 2012 is now the official identity system for JTHG. Older designs that were created by or commissioned by JTHG have been withdrawn from circulation. You may continue to use stockpiles of existing materials, but please do not reprint materials with these designs or use the designs to create new materials. On websites, replacement of outdated logos should be part of any planned update or redesign.

The JTHG Partnership depends on you to hold the JTHG’s standards in the highest regard. With your help we can present a positive and unified look that will help all of us in our communication efforts. We strongly urge you to follow the guidelines outlined here, and to contact JTHG Partnership with any questions you may have.

This is a living document and as such the current version will be available at www.hallowedground.org under our Partner Resources section. Be sure and check to see if you are using the latest Graphic Standards Manual.

Conclusion