

MADE POSSIBLE
IN
LEHIGH VALLEY



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If there's one thing that represents Lehigh Valley, it's this:

Possibility.

It's starting a new venture in a growing, thriving region that's famous for its makers. It's having a job you love and a home you can afford. It's strolling along bustling streets or rambling trails. It's creating a life, a business, a career, on your terms. It's joining the community of people who made it happen in the region that made it all possible.

Made Possible in Lehigh Valley is a storytelling device, a campaign concept and a rallying cry. It asks those who live in Lehigh Valley to celebrate, and those outside the region to consider. Lehigh Valley exists today because of where it's been. Together, we will shape what is made possible tomorrow.

MADE POSSIBLE IN LEHIGH VALLEY





Made Possible is down-to-earth.

It honors the hard work and resourcefulness Lehigh Valley was built on.

Made Possible is aspirational.

It balances the past with the future, recognizing the region's deep roots and future-forward ambition.

Made Possible is proud.

It celebrates the many stories of its community in service of the whole.

PERSONALITY

Made Possible tells stories of success within the region through text or imagery.
It is always energetic, yet humble.

Our voice is inclusive.

Because Made Possible is about the community and its people.

Our voice is polished.

But not stuffy.
Made Possible is about work **and** life in Lehigh Valley.

Our voice is confident.

We get to the point with ease.

Our voice is authentic.

Just like our people.
We don't clog our message with jargon or over-the-top writing.

VOICE AND TONE





Two Color

Our logo was made with love and thought. It signifies both rustic beginnings of Lehigh Valley and the future of the region by balancing two fonts and colors. The lines in the logo signify forward momentum to the future with a nod to the region's deep roots.

Use the logo with purpose and integrity.

Reversed

This version of the logo is made up of white and should be applied only on top of images or dark-colored backgrounds.



LOGO STANDARDS

One Color
Apart from the reversed logo, you can also use a solid color logo utilizing one of the two main brand colors. Use this version only when you're placing it on top of an image that's complicated in color or texture where the reversed version is still unreadable.

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LOGO STANDARDS

Alternatives

In Lehigh Valley, there are infinite possibilities for your professional and personal life. Because of this, our logo can be adapted to fit creative needs.

The top half of the logo containing the words "Made Possible" can be flexible with color, as shown to the right. When changing the color, use only one, never more. The gold in the bottom half of the logo should remain consistent.

Think strategically when changing colors, and reference the color section in this toolkit for guidance.



LOGO STANDARDS

Violations

Beyond simple color changes to the logo, it should not be altered or changed in any way.

Use the files provided.



Don't mix colors on the top line.



Don't swap the colors.



Don't choose one full color unless it's reversed or all gray.
(See files)



Don't delete elements of the logo.



Don't stretch or scew the logo.



Don't rotate the logo in any way.



Don't use pieces of the logo on their own.



Don't put the logo on colors that will be hard to read or clash with the logo.



Made Possible was inspired by Lehigh Valley's rustic beginnings. The colors you select for your creative projects should reflect that. Apart from our logo's main colors, we do not have a set palette for our brand. Instead, remember these three points when choosing colors.

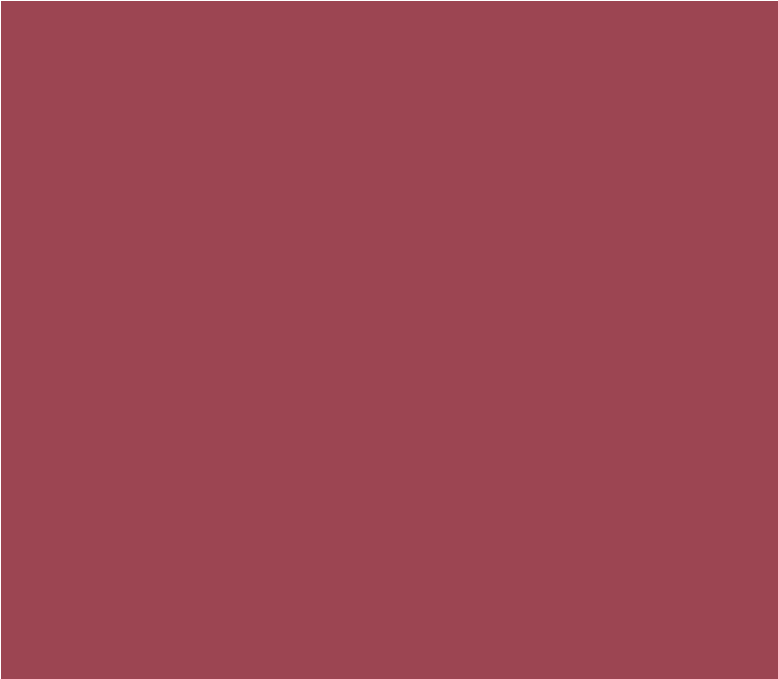
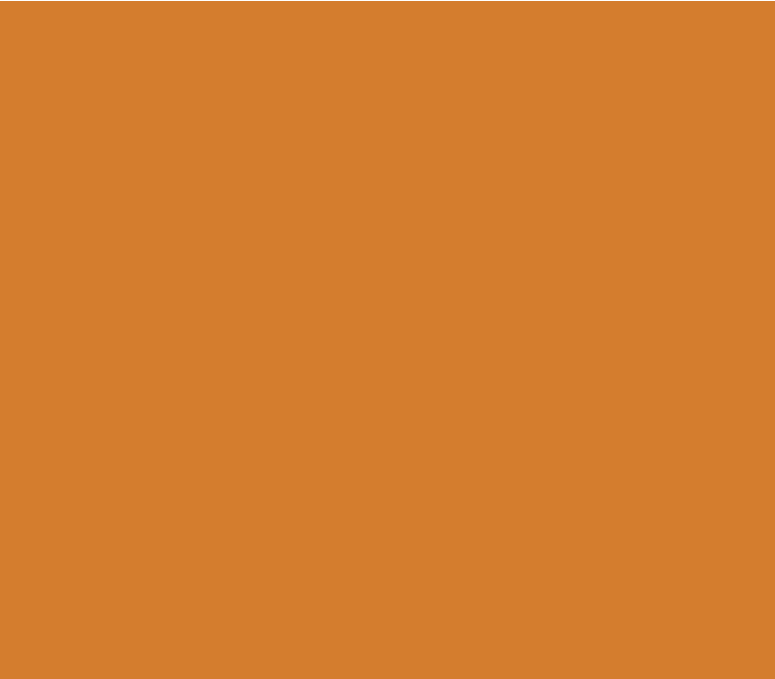
Earthy, not bright.

Saturated, not soft.

Matte, not glossy.

Reference the next page in this document for examples of acceptable colors.

COLOR



TYPOGRAPHY

Our brand has two font families, and they should be the only fonts utilized for Made Possible materials, unless otherwise previously approved.

Ciderhouse

Ciderhouse is a san serif font that comes only in an all-caps option. This font should be used for headlines or statements of importance. It can be used as the primary font or be paired with Caslon. Be aware of the limitations for this font and use accordingly. If a secondary san serif font is needed, please use the Univers Condensed family.

Adobe Caslon Pro

Caslon is the second font family in our brand. It should be used primarily for body copy or formal documents.

CIDERHOUSE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

CASLON

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

UNIVERS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Made Possible is about the people, from small businesses to large corporations, from individuals to communities. It is important to make an intimate connection to a real person with an identifiable Lehigh Valley location.

Utilize options that place main subjects to the left or right of center, or above or below center, leaving negative space for text.

Wide, medium and detail shots can be used.

PHOTOGRAPHY



Our photography style is real.

Avoid overly posed photos, and focus on capturing moments in everyday life that feel authentic and relatable.

Our photography style is diverse.

Our community is full of people from all over the world, and photography should reflect the culture of Lehigh Valley.

Our photography style is ambitious.

Use imagery that shows positivity and individual or community engagement.

PHOTOGRAPHY



For questions about the Made Possible brand identity,
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