The Pennsylvania Wilds Brand

EMPLOY THE BENEFITS OF AN ESTABLISHED BRAND









Local businesses, event planners, non-profits, municipal and government agencies, and groups involved in the outdoor recreation economy in the Pennsylvania Wilds are encouraged to apply to use the logo on non-saleable items such as banners, brochures, websites, signs and other materials.

When communities employ the logo it helps further cement the Pennsylvania Wilds as a premier outdoor nature and heritage tourism destination -- while associating unique places, businesses and events with a brand that's recognized by thousands.

Logo use is FREE on non-saleable items.

Many private and public sector partners – artisans, outfitters, wineries, bed and breakfasts, real estate agents, visitor bureaus, libraries, state agencies, chambers of commerce, you name it – already are using the logo in these ways.

We hope you'll join them!

Turn for steps toward using the PA Wilds brand.

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FOLLOW THESE SIMPLE STEPS TO TIE INTO THE PENNSYLVANIA BRAND

STEP ONE Go to www.PAwildsResources.org and click on "Use the PA Wilds Logo."

STEP TWO Download and fill out the Logo Use Application. For ideas on how others have used the logo, check out our slide show on the website!

STEP THREE Email or mail the application to the address on the form.

STEP FOUR If approved, we will send you our Style Guide, Brand Principles and a digital file of the logo.

STEP FIVE Send us a copy of your finished product so we can add it to our slide show (free publicity for you!)

Interested in making or selling Pennsylvania Wilds branded merchandise?

We are currently developing guidelines for our trademark licensing program as it relates to using the logo on saleable products. To be notified when these guidelines are ready, please contact the PA Wilds Small Business Ombudsman at **tbrant@pawilds.com.**

