

GO Get Outdoors PA



* Branding

BRANDING 101





different



**DIFFERENT
RELEVANT
VISUAL
DISTINCT
CONSISTENT
MEMORABLE**

Loyalty



Emotional connection



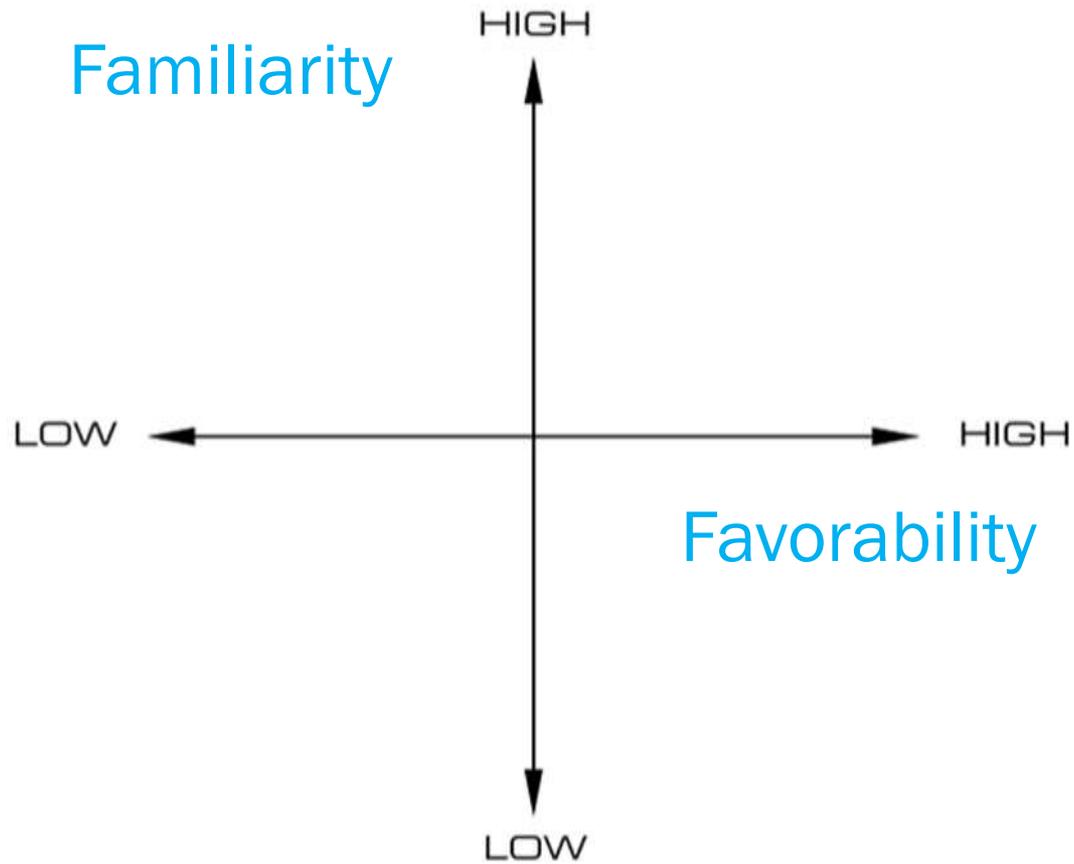
Not me



Me



Brand Index



Building a brand

Analysis and discovery

Definition

Communications

Management



TM

A DECLARATION

OF PRINCIPLES FOR THE

PENNSYLVANIA WILDS

WE the residents, business community, marketers, representatives and stewards of the rivers, streams and lakes, towns and villages, parks and forests, wildlife and dark skies that comprise the region known collectively as **THE PENNSYLVANIA WILDS**, hereby commit ourselves to fulfilling the following mission and upholding and living by the unique core values that define **THE PENNSYLVANIA WILDS** and the authentic experiences it represents.



OUR MISSION



Celebrate and nurture our natural wonders
by connecting people with nature.

OUR PHILOSOPHY

The way of nature is our way of life.

OUR METHOD

Welcome those who share our passions.

OUR PROMISE

The road less traveled makes all the difference.







**Get
Outdoors PA**

Connecting Pennsylvanians to healthy outdoor recreation and active stewardship

Get Outdoors PA strives to connect citizens with outdoor recreation activities to increase their appreciation and active use of parks, forests and public spaces while imparting a message of environmental stewardship and healthy living.

What we are



safe
fun
comfortable
teaching
exciting
natural
close

What we aren't



*competitive
out of reach
hands off*



Get Outdoors PA: Brand Identity Guide



Where to Start

With Get Outdoors PA, we have made it even easier this spring with our public launch of Get Outdoors PA. Get Outdoors PA community partners are teaming up with National Get Outdoors Day on June 14th and the weeks ahead to provide an extra special host of fun activities!

[Learn More](#)

Find Events Near You:

Why Get Outdoors PA?

Remember, you can still be active outdoors in the winter... Get Outdoors PA helps you learn recreational activities like snowshoeing, cross-country skiing, ice fishing, skiing, tubing or nature photography. If you need an accommodation to participate in park activities due to a disability, please contact the park you plan to visit.

History of Get Outdoors PA



For more than a century, visitors have used our state parks and forests for the pursuit of passive recreation and enjoyment.

[Learn More](#)

How Will You Explore the Pennsylvania Outdoors?

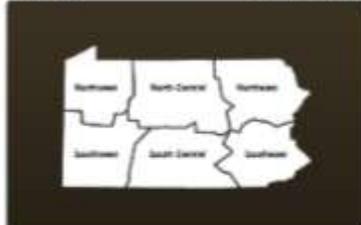
Tell us how:

Select as many as you'd like.



Or this area:

Select as many as you'd like.



[Go](#)



Target Backpack Bike View Camp Fish

Rock Climb Paddle Photograph Nature Orienteer Hike Cross Country Ski

Snowshoe Geocache Learn Survival

GetOutdoorsPA.org

**Get
OutdoorsPA**



**Community partners
will carry the brand**