



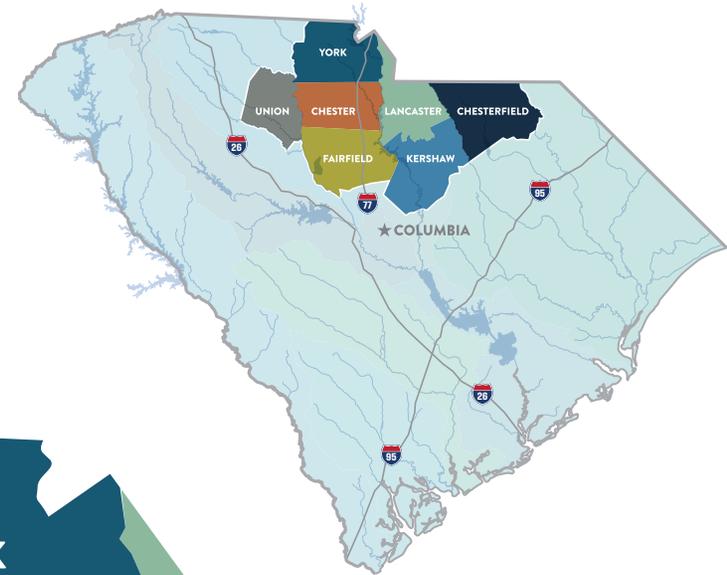
OLDE *English*  
DISTRICT

OLDE ENGLISH DISTRICT  
**Brand Guidelines 2026**

# THE OED

The Olde English District honors its storied past while embracing the future. Here you can enjoy small-town charm, outdoor recreation, unique shopping opportunities, wonderful eateries, fun family adventures and so much more. It's also a fantastic place to simply relax and recharge, disconnecting from the rigors of everyday life.

Spanning the counties of **Chester, Chesterfield, Fairfield, Kershaw, Lancaster, Union** and **York**, we invite you to see all that we have to offer. We know you'll love what you discover in South Carolina's Olde English District.



# OUR LOGO

Our logo is at the heart of our visual communication system. It's our universal signature across every channel and often the first impression of our region, our people and our brand. So yes, it's kind of a big deal. That's why we've created a few thoughtful rules to keep it looking its best.

The OED logo is a valuable brand asset and should always be used in its approved forms. The pages ahead walk through our logo system and provide guidance on how to apply it consistently and correctly.

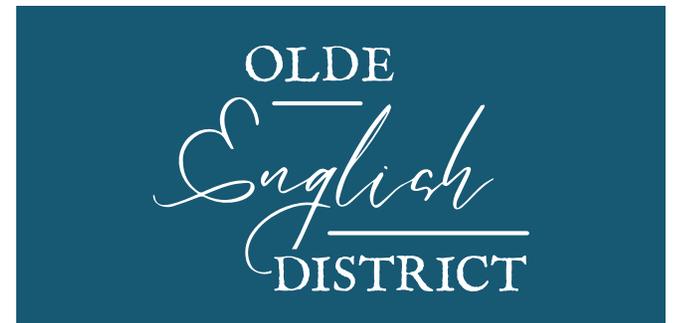
## **Access the Official Brand Toolbox**

Use these tools to ensure accurate and consistent brand representation.

## **BRAND TOOLBOX**



The primary logo should appear on a white background whenever possible. If the background has color, use the white logo.



Our logo must always be clearly legible. The recommended minimum sizes are the smallest the logo can appear without loss of detail.

Clear space frames the mark and separates it from other elements including text and the edge of printed materials. This diagram indicates the clear space that should surround our brand mark in any application.

### CLEAR SPACE



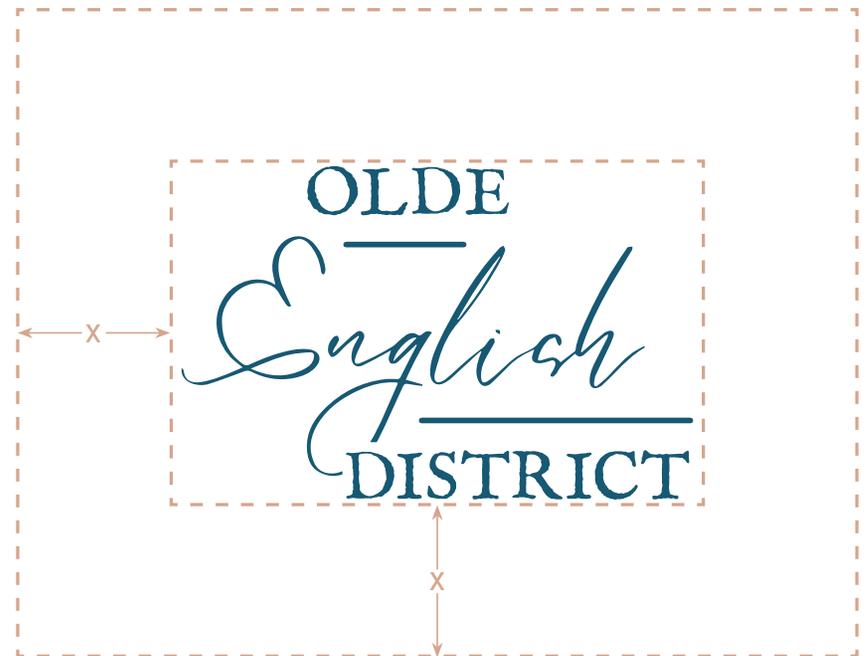
### MINIMUM SIZE



1.5" / 108px



1" / 72px



Consistency in the appearance of the logo is essential. The logo must not be misinterpreted, modified or embellished in any way. Its orientation, proportions and composition should always remain exactly as defined in this document. The examples below highlight common misuses to avoid.



The map location icon should be used to clearly identify the county and visually indicate its geographic position within the OED region. This icon provides quick spatial context for users, helping them understand where a destination or point of interest is located at a glance.



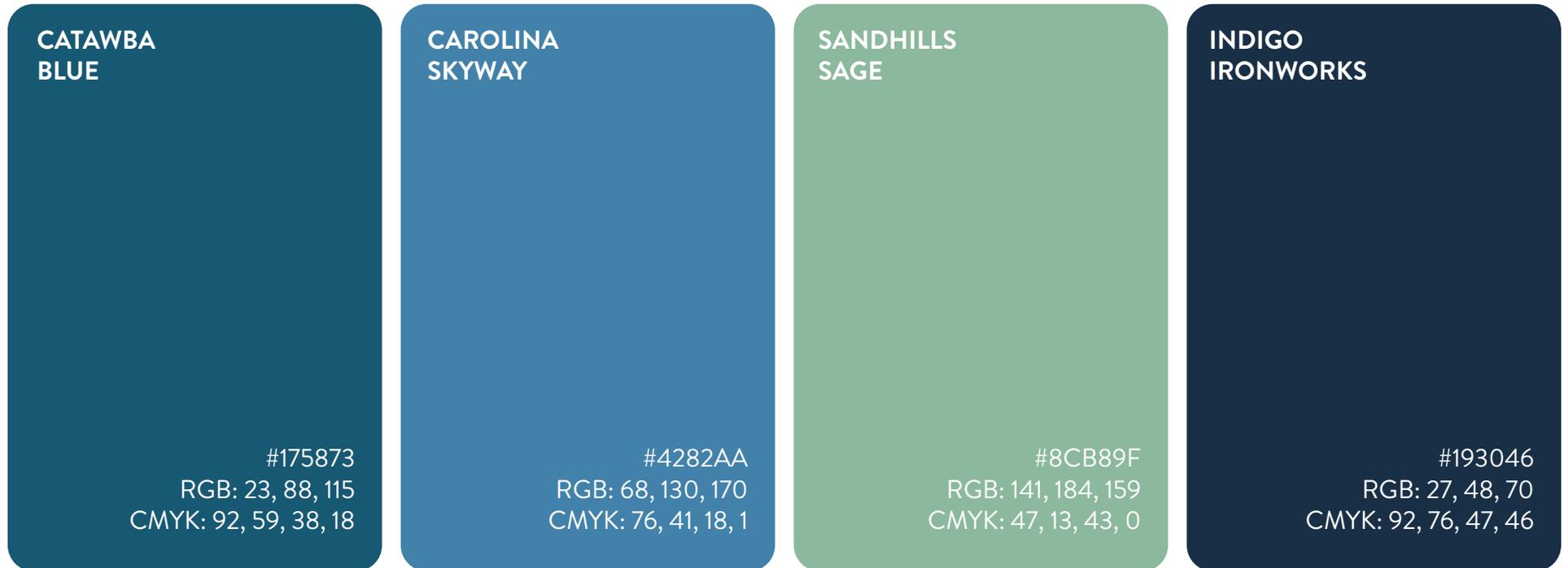
# COLORS

Color is central to our brand. It brings energy to our work and plays a defining role in how we're perceived. As one of our strongest tools for connecting with our audience, color establishes tone and strengthens brand recognition across all communications. For that reason, thoughtful and balanced use of color is essential.

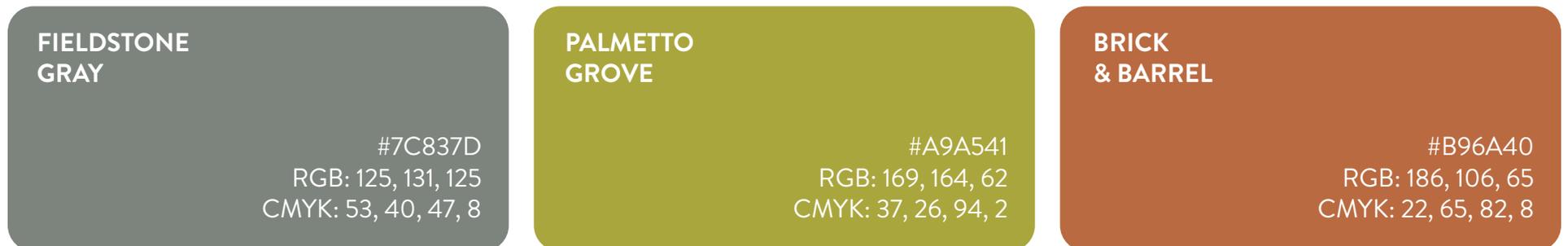
Our color palette is made up of primary and secondary colors. Layouts should rely primarily on the core palette, with secondary and accent colors used to build complementary, well-balanced color schemes that support and enhance the overall design.



PRIMARY PALETTE



SECONDARY PALETTE



# TYPOGRAPHY

Typography is a core component of our visual language. Our typographic system is grounded in legibility and accessibility. It is clear, bold and highly expressive. Typography is a keystone of our brand identity, and when applied thoughtfully and consistently across all communications, it becomes a powerful tool for building recognition.

Our typefaces are designed to work together to bring our messages to life. Consistent and intentional use of these brand typefaces is essential to maintaining a cohesive and unified brand presence.

abcdef  
ghijkl  
mnopqr

Use Brandon Grotesque for all body copy, long-form text and storytelling. This typeface offers a clean, approachable and professional appearance, making it well suited for conveying detailed information and creating an engaging reading experience.

Brandon Grotesque should not be used for headlines or callouts. It is reserved exclusively for longer-form text and supporting content.

### Brandon Grotesque Thin

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234  
 56789

### Brandon Grotesque Thin

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234  
 56789

### Brandon Grotesque Regular

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234  
 56789

### Brandon Grotesque Medium

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234  
 56789

### Brandon Grotesque Bold

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234  
 56789

### Brandon Grotesque Black

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234  
 56789

Use Amithen for all headlines and large callouts. This typeface should not be used for body copy or long-form text.

Amithen is a display font and is intended for short, high-impact messaging that needs to stand out within the information hierarchy.

*Amithen*

*abcdefghijklmnopqrstuvwxy*

*ABCDEFGHIJKLMN OPQRSTUVWXYZ*

*01234*  
*56789*

# PHOTOGRAPHY

Photography is a powerful tool for expressing who we are and how we connect with character in ways words cannot. Our imagery captures the essence of the OED and helps tell a richer, more complete story.

Photography plays a central role in distinguishing the OED brand and shaping how we communicate. Through authentic, well-crafted images, we bring clarity, emotion and depth to our storytelling.

Favor images that show a true sense of place. Journalists respond to photos that do more than look pretty. Offering a tasting-room shot that includes the bottle or glass with the label visible, a shopfront with its sign and street life, a brewer or maker working in their space, or an iconic streetscape or landmark instantly grounds the story. These contextual images communicate local character at a glance and make clear why the Olde English District is distinctive.



## PORTRAITS

Portraiture puts a human face to the OED. Our goal is to capture people authentically, without heavy editing or special effects. Portraits can range from lighthearted and warm to serious and resolute, but the focus should always be on the individual. Subjects should be photographed in their environment, looking at the camera, rather than in a studio setting.



## MOMENTS

Images should feel in the moment, not posed, highlighting the meaningful work our people are doing. This style of photography captures real emotion, spirit and achievement, whether through smiles, laughter and other positive expressions, or through quiet introspection and hopeful reflection.



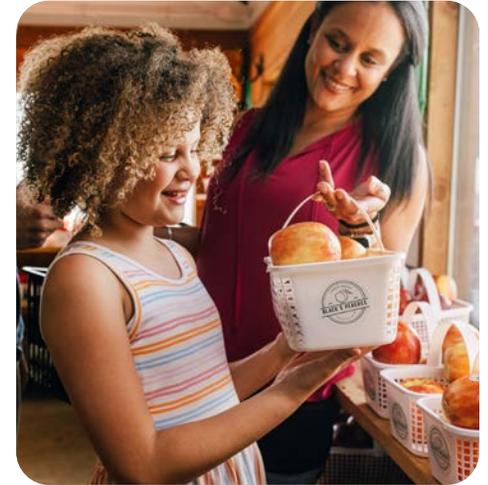
## ENVIRONMENTS

Environmental shots showcase the diversity of our seven counties, highlighting real places and people engaged in their passions. Using thoughtful composition, dramatic angles and attention to light, these images convey energy or tranquility. When capturing these moments, look for unique perspectives, symmetry, depth of field, dynamic action and interesting environments that bring the scene to life.



## DETAILS

The goal is to capture the small details that contribute to the larger story. When photographing around the OED, it's helpful to start with a wide shot and then zoom in on elements that make the composition unique. People may be present, but the focus should be on their actions and interactions, highlighting the scene and context rather than the individual alone.



# BRAND ESSENCE

A welcoming region where history, creativity, nature and community shape everyday life and where visitors can slow down, explore deeper and feel right at home.

## The voice must feel:

- Human, warm and grounded
- Locally informed but not insular
- Authentic and conversational
- Rooted in real stories, real places and real people
- Inviting rather than promotional



## EDITORIAL STYLE

The Olde English District's editorial voice is guided by clarity, consistency and credibility. All written communications follow AP Style, ensuring alignment with journalistic standards and media expectations. As such, the OED does not use the serial (Oxford) comma, except where needed to prevent confusion.

### Naming & Usage

- Olde English District should be used on first reference in all formal writing, external communications and editorial content.
- OED may be used on subsequent references after the full name has been clearly established.
- In headlines, subheads, social media and other space-limited formats, OED is acceptable when context is clear.

This approach ensures clarity for new audiences while maintaining efficiency and familiarity for returning readers and partners.

### Editorial Standards

Our writing prioritizes accuracy, readability and a natural, human tone. Copy should feel informed but approachable, avoiding jargon where possible and favoring clear, active language that reflects the character and communities of the Olde English District.



## VOICE PILLARS BY AUDIENCE

Each OED audience has a slightly different emotional driver, reason for visiting, and type of story they respond to. The brand voice stays warm, welcoming and rooted in real places and people, but the tone adapts for each group.

### HISTORY BUFFS

**Voice Style:** Knowledgeable, immersive, respectful

**Tone:** Reflective, curious, story-forward

**How It Should Feel:** Like walking with a guide who knows the terrain—battlefields, Revolutionary life, African American history, cultural shifts—and tells stories with accuracy and emotion.

#### What to emphasize:

- Real events, real people, real stakes
- Context that connects the past to the present
- Experiential learning (walking trails, touring sites, meeting interpreters)

#### Sample lines:

- “Walk the grounds where decisions shaped the course of a nation.”
- “The Olde English District is where history comes alive.”



## SPORTS & ADVENTURE

**Voice Style:** Energetic, active, motivating

**Tone:** Upbeat, bold, clear

**How It Should Feel:** Like an enthusiastic friend sending you out to try something new: kayaking, mountain biking, trail races, disc golf, paddling, fishing, skydiving, etc.

### What to emphasize:

- Motion, adrenaline, fresh air
- Accessible adventure for all skill levels
- Local pride in outdoor activities and sports culture

### Sample lines:

- “More trails. More thrills. More places to push your pace.”
- “Get your adrenaline pumping with a visit to the OED.”



## NATURE LOVERS

**Voice Style:** Calm, sensory, observant

**Tone:** Peaceful, restorative, grounded

**How It Should Feel:** Like an unhurried nature walk featuring bird calls, water ripples, quiet trails, starry nights and gentle movement.

### What to emphasize:

- Specific details (wildflowers, water lilies, lakes, river overlooks)
- Slow exploration over speed
- The emotional reset nature provides

### Sample lines:

- “Nature’s never far in the Olde English District, whether you’re hiking wooded trails, casting a line, or floating a lazy stretch of river.”
- “Breathe a little deeper along rivers and forest paths.”



## SMALL-TOWN AMERICANA

**Voice Style:** Neighborly, charming, personable

**Tone:** Warm, nostalgic, friendly

**How It Should Feel:** Like a friendly conversation on a main street with shop owners waving, courthouse squares, Friday night lights, festivals and porch-front living.

### What to emphasize:

- Simple pleasures
- Community spirit
- Walkable places and everyday beauty

### Sample lines:

- “From front porch sittin’ to Main Street strolls, you’ll find spaces that feel like home.”
- “Discover towns with character, and characters, you’ll remember.”



## FAMILY FUN

**Voice Style:** Playful, upbeat, practical

**Tone:** Light, encouraging, joyful

**How It Should Feel:** Like planning a day filled with easy wins.

Feature parks, museums, ice cream stops, wildlife, water activities and hands-on activities.

### What to emphasize:

- Ease and accessibility
- Every kid-friendly stop has something for grown ups, too
- Simple, memorable moments

### Sample lines:

- “Whether it’s thrilling amusement park rides or serene picnics in the park, our offerings cater to everyone’s interests.”
- “Adventures for the kids. Breathing room for the grown-ups.”



## FOOD & DRINKS

**Voice Style:** Flavorful, descriptive, social

**Tone:** Warm, sensory, appetizing

**How It Should Feel:** Like talking about a favorite restaurant. Include smells, textures, local ingredients while featuring cafes, breweries, BBQ joints and small-batch breweries/distilleries.

### What to emphasize:

- Local personality behind the food
- Pairing food experiences with town or trail experiences
- Places with stories, not just menus

### Sample lines:

- “Taste the region’s character one plate, and one pour, at a time.”
- “From small-batch spirits to classic Southern comfort food, flavor leads the way.”



## MAKERS & CREATORS

**Voice Style:** Artful, curious, expressive

**Tone:** Inspired, hands-on, human

**How It Should Feel:** Like stepping behind the scenes and hearing a potter's laugh, seeing sparks from a metal studio, tasting a seasonal spirit or watching creativity form in real time.

### What to emphasize:

- The people behind the craft
- Process and place (why here?)
- Opportunities to participate: workshops, tastings, galleries

### Sample lines:

- “Meet the makers shaping the region’s creative soul.”
- “Creativity isn’t just on display, it’s happening right in front of you.”



# HOW THESE SEVEN PILLARS WORK TOGETHER

Even though each audience has a distinct voice style, every piece should still feel unmistakably OED:

- Warm, human, and genuine
- Rooted in real stories and real people
- Connected to place
- Easygoing and approachable
- A sense of discovery through everyday wonders



## tone variations by context

CONTEXT	tone SHOULD BE...	STYLE NOTES
<b>Website Landing Pages</b>	Warm, informative, encouraging	Clear headers; active language; emphasis on “here’s how to explore.”
<b>Itineraries &amp; Guides</b>	Conversational, practical, immersive	Sensory details, movement verbs, approachable expertise.
<b>Social Media</b>	Light, friendly, playful	Short sentences, quick invitations, conversational phrasing.
<b>Paid Ads</b>	Direct, inviting, concise	Emphasize emotion + action (history, outdoors, small towns, makers).
<b>Partner/Stakeholder Communication</b>	Professional, collaborative, grounded	Less poetic, more focused on clarity and benefits.
<b>Video Scripts</b>	Narrative, emotive, people-forward	Focus on rhythm, visuals, sensory moments, and local voices.

## VOCABULARY TO EMBRACE

These word/phrase families reinforce OED identity:

### USE MORE:

- Discover, explore, experience
- Stories, traditions, heritage
- Local, community, makers, artisans
- Trails, backroads, small towns
- Craft, creativity, hands-on
- Historic, meaningful, memorable
- Welcome, invite, wander
- Scenic, peaceful, charming
- Taste, sip, stroll, wander, learn

### USE WHEN HELPFUL:

- Backcountry, Revolutionary era, Civil War era, Southern Campaign (history contexts)
- Workshops, studios, galleries, distilleries (makers contexts)

### AVOID:

- Hidden gem / best-kept secret
- Await / awaits you
- Avoid a bundle of superlatives (breathtaking, world-class, unforgettable) unless earned
- Corporate jargon (leverage, optimize, destination asset)
- “Perfect for everyone,” “something for everyone” language
- Use overly modern buzzwords (vibes, curated, artisanal) sparingly
- Overly formal historical language, unless needed for accuracy
- Dashes everywhere, very long sentences, or sentence fragments that feel stiff or not necessary

## SIGNATURE PHRASES & BRAND LANGUAGE

These aren't taglines but **recurring phrases** that can reflect voice identity.

### HISTORY:

- “Where America’s stories took shape.”
- “Walk the grounds where history unfolded.”
- “Trace the footsteps of rebels, visionaries and everyday people.”

### NATURE

- “Trails that wander. Rivers that slow you down.”
- “Fresh air, quiet moments, wide-open spaces.”
- “Outdoor escapes, just a short drive away.”

### SMALL-TOWN AMERICANA

- “Where the welcome feels personal.”
- “Main streets with real character.”
- “Local shops, friendly faces, simple joys.”

### MAKERS & CREATORS

- “Creativity you can experience.”
- “Studios where craft comes alive.”
- “Meet the makers shaping the region’s artistic soul.”

### FAMILY FUN

- “Easy days, wide smiles, simple adventures.”
- “Memories that come naturally.”
- “Where families can breathe, explore and reconnect.”

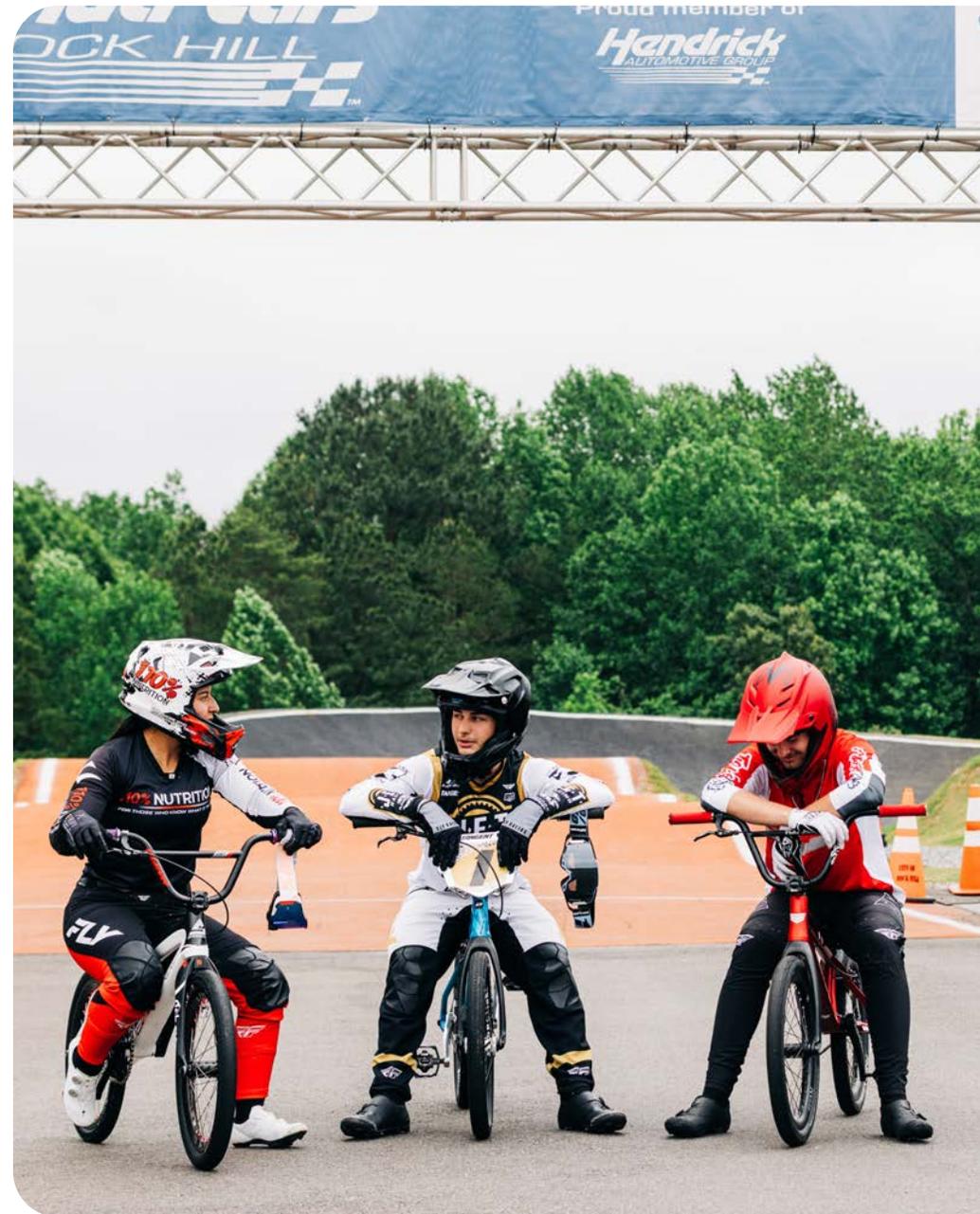
### FOOD & DRINK

- “Local flavor around every corner.”
- “Gather, taste, and slow down a little.”

## WHAT THE VOICE SHOULD ALWAYS COMMUNICATE

Regardless of topic, ask:

- Is it welcoming?
- Does it feel human and rooted in the region?
- Does it encourage inspiration, exploration or curiosity?
- Does it tell a real story or connect to real people/places?
- Does it feel distinctly “Olde English District?”



## EXAMPLES OF THE VOICE IN ACTION

### Website Introduction

Welcome to the Olde English District. Explore seven South Carolina counties where history runs deep, creativity thrives and small towns share stories at every turn. Here, you can wander Revolutionary War battlegrounds, meet local artists in their studios, hike peaceful trails and savor flavors shaped by community and tradition.

### Social Media Post

Weekend plans? Explore the trails at Landsford Canal State Park, spot the rocky shoals spider lilies then grab coffee downtown and wander local shops. Simple, scenic and uniquely OED.

### Itinerary Copy

Start your day in Chester with a stroll through the historic town square. Then head to Great Falls to stand on the grounds of a Revolutionary skirmish site before exploring the region's growing craft-beverage scene. Along the way, you'll find friendly faces, local stories and an easygoing rhythm.

### Ad Copy

Step into a region where history lives around every bend and creativity fills the air. Discover the Olde English District.

### Video Script Opening

Here in the Olde English District, the past isn't something you read about, it's something you walk, taste and experience in real time. From quiet battlegrounds to bustling maker studios, every stop tells a story.

## ONE-PAGE CHEAT SHEET FOR QUICK USE

- Voice = Warm + Locally Informed + Exploratory + Heritage-Rich + Approachable
- Tone flexes by context (ads = concise, itineraries = descriptive, social = light).
- Use real stories, real people, real places. Avoid generic travel language.
- Celebrate history, creativity, small towns, outdoors and food. Invite people in.

# PRINT AD EXAMPLES

**OLDE English DISTRICT**

## CONNECT WITH Family Fun

Polly's Ice Cream Shoppe  
SOUTH CAROLINA

Scoop up some sweet memories! Treat your family to an amusement park, u pick farms, outdoor fun and more in the Olde English District—where every adventure is topped with joy.

**DISCOVER**  
South Carolina

[OldeEnglishDistrict.com](http://OldeEnglishDistrict.com)

**OLDE English DISTRICT**

## HAPPY TRAILS TO YOU!

Catawba River  
SOUTH CAROLINA

Lose the crowds. Find the trails.  
Explore the Olde English District this fall.

**DISCOVER**  
South Carolina

[OldeEnglishDistrict.com](http://OldeEnglishDistrict.com)

**OLDE English DISTRICT**

## EVERY DISH TELLS A STORY

Bread & Vine  
SOUTH CAROLINA

From charming cafés to elegant dining rooms, our chefs blend cherished family recipes with creative flair. In the Olde English District, you'll find meals that nourish both body and soul.

Start your culinary story at [OldeEnglishDistrict.com](http://OldeEnglishDistrict.com)

**DISCOVER**  
South Carolina

# DIGITAL AD EXAMPLES



**GROWN-UPS**  
*Have Fun, Too!*

**the OED** OLDE ENGLISH DISTRICT

[FIND FAMILY FUN](#)



**YOUR ULTIMATE**  
*Southern Stay*

**the OED** OLDE ENGLISH DISTRICT

[EXPLORE NOW](#)



**UNCOVER**  
**SMALL-TOWN**  
*Charm*

**the OED** OLDE ENGLISH DISTRICT

[EXPLORE NOW](#)



**CONNECT WITH**  
*the Holidays*

**OED** OLDE ENGLISH DISTRICT

[EXPLORE NOW](#)



**CONNECT WITH**  
*Adventure*

**OED** OLDE ENGLISH DISTRICT

[EXPLORE NOW](#)



**HAVE FUN ON THE**  
*OED Fairways*

**the OED** OLDE ENGLISH DISTRICT

[EXPLORE NOW](#)



**OLDE English DISTRICT**  
SOUTH CAROLINA  
CORNER - CHEYENNE - FAIRFIELD - KENNETH - LANCASTER - LINCOLN - YORK

**GET YOUR**  
**FREE FALL**  
**TRAVEL GUIDE**

*Lose Yourself in the beauty of the OED*

**OLDE English DISTRICT**  
DESTINATION GUIDE