

Your stories. Our setting.  **Like nowhere else.**SM

Some general notes on proper usage of the “Your stories. Our setting. Like nowhere else.” tagline:

1. Whenever possible, an indication of the registration of the service mark should be present, in the form of a small sans-serif SM to the upper right of the end of the word “else.”
2. The tagline should be set in Clarendon BT Heavy typeface. Acceptable alternate is Clarendon Bold.
3. Ideally the tagline is separated by the Door County logo, between “Your stories. Our setting.” and “Like nowhere else.” If the tagline is used in a vertical format, the “Your stories. Our setting.” should be centered and stacked above “Like nowhere else.”, and centered over the Door County logo.
4. “Like nowhere else.” should, whenever possible, be emphasized by setting the type approximately 25% larger than “Your stories. Our setting.”
4. Capitalization should only occur in the first word of each sentence.
5. This tagline should not appear as a script or handwritten font.