



Brand Standards Guide
July 26, 2017

TABLE OF CONTENTS



We want to thank TCCDA, all the communities we met and the Benedum Foundation for this collaborative opportunity. This is the first installment of the Branding Standards Guide. More is needed and our next conversation will tell us about that.

Eve Faulkes
WVU Coordinator of Graphic Design
Brooke Deardorff, student designer whose system was chosen
Jessica Rush, student on our team
Joanne Yahn, student on our team

Doug Arbogast
WVU Extension Rural Tourism Specialist

Peter Butler
WVU Coordinator of landscape Architecture

Branding Tucker Culture means celebrating resilient independent people who inhabit extreme natural beauty and challenging wilderness while sharing community.

1.0 BRANDING STORY 4

1.1 Background

Tucker County Cultural District Authority, Benedum Foundation, Eve Faulkes, WVU Department of Graphic Design, Students Brooke Deardorff, Joanne Yahn, Jessica Rush, WVU Extension Rural Tourism Specialist Doug Arbogast

1.2 Community Surveys and Workshops

1.3 Messaging and Goals from the Collaboration

2.0 LOGO SYSTEM 10

2.1 The Branding System:

Five symbols to show shared values/unique assets
Size and color variations

2.2 Typeface Specifications

2.3 Color Specifications

2.4 Who may use it and how to access files

3.0 LOGO APPLICATIONS 21

3.1 Print and Web

3.2 Merchandise

3.3 Signage

3.4 Fun usages and events

3.5



BRANDING STORY

Tucker Branding was the result of a year-long listening and collaborating process, and reflects the vision of many residents who participated along with TCCDA and partners from WVU who have grown into champions for preserving and empowering Tucker.

Branding Tucker Culture is a part of the Tucker county Cultural District Authority Performance Agenda.

It is also part of the collaborative efforts with three departments at WVU and our citizens.

Benedum Grant with TCCDA (Tucker County Cultural District Authority) given to establish a plan for Tucker County as it prepares for the future and for the completion of Corridor H, growing its creative economy, cultural heritage identity and protection of cultural heritage and environmental assets.

Partners with WVU include

WVU Extension Rural Tourism
WVU Davis College Landscape Architecture Department
WVU School of Art and Design Graphic Design Department

Partners in Tucker County Include:

- Tucker County Convention and Visitors Bureau
- Tucker County Historic Society
- Tucker County Historic Landmark Committee
- Tucker County Development Authority
- New Historic Thomas
- Davis Renaissance
- Parsons Revitalization Organization/ Parson On Trac
- ArtSpring
- West Virginia Highland Artisan Gallery
- Tucker County Planning Commission
- Woodlands Development Group and Woodlands Community Lenders
- WV Division of Natural Resources and Tucker County State Parks
- Heart of the Highlands
- Local City Governments
- **All interested citizens who attend workshops and public meetings**

Gather data on Assets, Gaps, Attitudes and help establish plan and goals that **Connect, Enhance, Protect, Promote** those assets

Provide connection and data findings to all partners
Tourism Ambassador Training

Site Design and Development (under Enhancement) goals

1. Streetscape Davis Riverfront Park
2. Coketon/Douglas trailhead by Buxton Landstreet Building
3. Davis Spruce Street Revitalization community plan
4. Parsons W. Maryland RR Depot and store park wayside
5. Shavers Shore Park
6. Canaan Commons Park planning at Canaan Valley School

Graphic Design as Social Impact

1. Create brochures for Arts/Culture, Recreation/Adventure, History Heritage with content gathered by TCCDA
2. Engage communities to contribute to messages and goals of a branding system that would benefit both visitors and residents of communities in the county
3. Create, with community involvement, the identity system that fits the goals and messages discovered
4. Write grant to WV Humanities Council to develop wayside design and fabrication for Davis similar to the Thomas interpretive signs

PARTNERS

A short description of our process that included lots of in-person research, discovering key words that needed to be visualized.



We worked hard to make contact with as many residents from all areas as possible, putting ads in the paper and contacting organizations to send folks to the community workshops held "on and off the mountain." WE also added interviews with some who should be giving input but who had not attended the workshops. Our interviews added to the over 30 that Doug Arbogast had conducted, and added more information to his mailed surveys to residents. We visited Tucker ourselves to explore from the visitor perspective, engaging inkayaking, biking, staying at the Purple Fiddle Guest House and taking in two shows, viewing Douglas and Blackwater Falls. One of the students, Matt Patrick was local, so he gave a more personal tour from the millennial perspective. We took hundreds of photos, and looked up others from Tucker sources like the volumes of Land of Canaan and publications from Maclane Printing after interviewing the owner.



Our process was to listen, reflect back what we heard, ask if we got it right, make prototypes, ask again, revise and make more prototypes, ask again, and hash out collaborative searching at the table until we had everyone feeling comfortable with the last presentation.

The next phase, which we are still in, is testing it out and adding new information about how to use it, building this operating manual just as you would test driving prototype car. Help us with this phase. More ideas are always welcome.

More of our process and the findings of Doug Arbogast's research can be found at [http:// publicinterestdesign.wvu.edu/sharing-tucker](http://publicinterestdesign.wvu.edu/sharing-tucker)

We asked communities to rank these words and add others. We were able to include most of them in the visuals within the marks. Differences in the answers helped us come up with the idea that some icons could be shared in all while others could be special to particular places.

- | | | |
|----------------------|-------------------------|----------------------|
| nature/flora/fauna | hunting and fishing | immigrant heritage |
| action | farming | unique shopping |
| retreat/haven | resourceful | wilderness |
| close knit community | crafts/weaving/ironwork | rivertown |
| arts/music | tenacity | entrepreneurial |
| outdoor adventure | hardiness | forward-thinking |
| heritage/history | friendliness | Add your own: |
| coal mining history | mountain | |
| lumbering | good food and drink | |

What is the Tucker Experience? Things we heard:

We **came**
 moved here to play
 stayed

Warning:

You can play here and even join us, but don't try to change us into where you came from

This must be the place

*Nature wins some battles (**floods, heavy snowfalls, no snow,**) but I'm in it for the ride and the long haul with others like me and we can help one another when we need it.*

I dreamed of.
 where you can see the Milky Way.
 they told me about.
 where the Fiddle is.
 for my haven.
 ...almost heaven.
 to connect to my roots.
 that balances life.
 where trout live.
 to engage nature.
 to try my physical limits.
 where I can slow down.

What community means:

We didn't even used to have addresses because we knew where everybody lived... **and** who lived there **before them**

We color outside the lines here.

One of six pages of questions about visual preferences were asked of residents of five communities during workshops.

Do you like the idea of TUCKER COUNTY being represented by a **T**? **NO-9**
 If so, check the ones you like as ideas (as noted in small print beside box).

3

		2 T PLUS NATURE	
			
1 T AS PATTERN	1 T IN CIRCLE	NEVARIO	5 T PLUS NATURE
			
9 T MADE OF OBJECTS	1 T IN SHAPE DIVIDED INTO COLOR CODING FOR TOWNS WITHIN	1 T CREATED BY MULTIPLE SHAPES REPRESENTING TOWNS	1 T IN 3D WITH AND AREA TO INCORPORATE A TOWN NAME

Do you like the idea of TUCKER COUNTY being represented by a grouping of different icons that represent unique things in each town? If so, which are best at doing that?

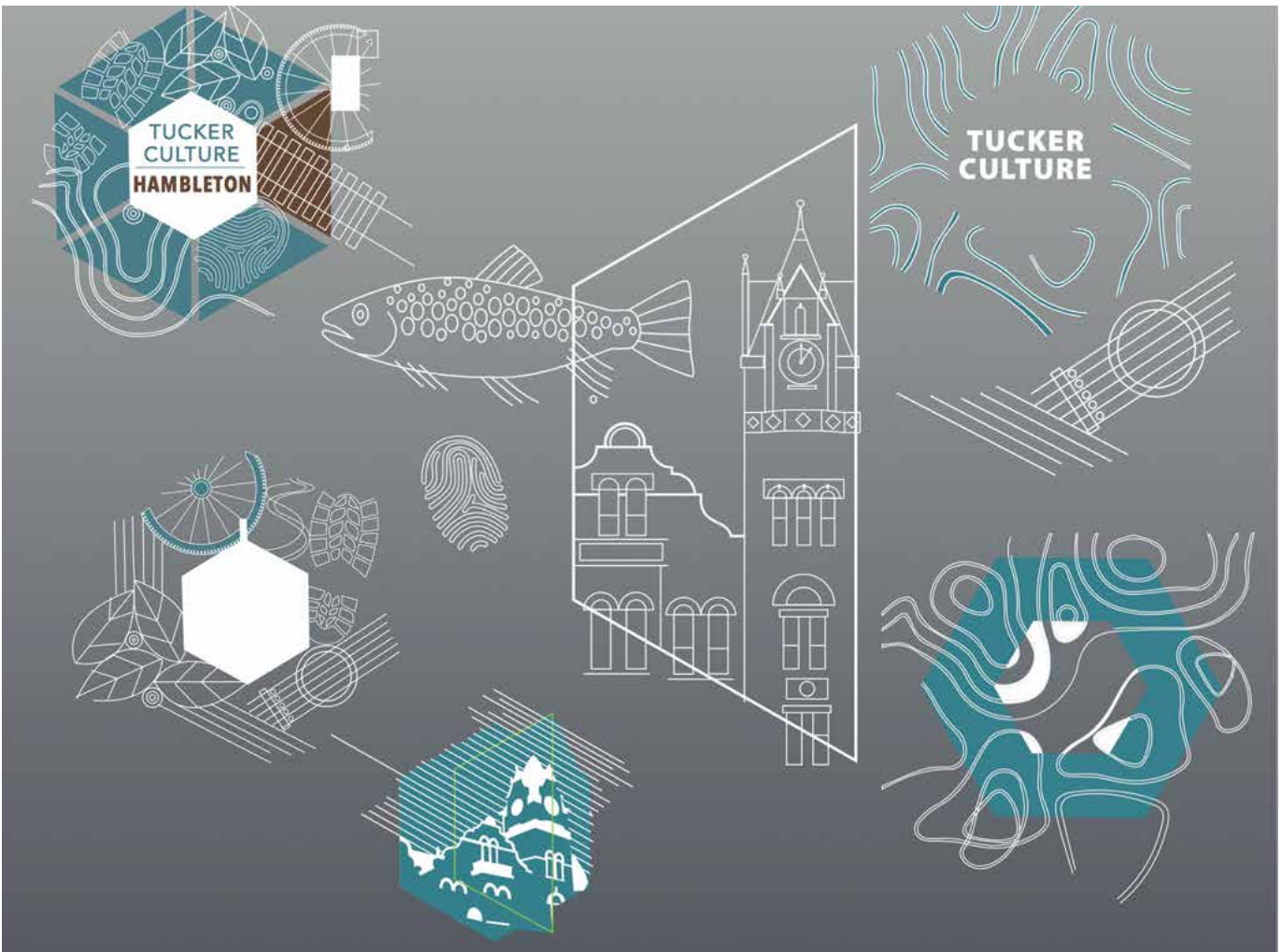
NO-4 YES-15

			
4 COMMUNITY SHAPE WITH DIFFERENT ICON FOR EACH TOWN	9 CIRCLES WITH DIFFERENT ICONS FOR EACH TOWN	8 DIFFERENT ICONS GROUPED WITHIN AN ENCLOSURE	9 ICONS CLUSTERED WITH TOWN OR COUNTY NAME
			
11 ICONS IN SEGMENTS OF A PATCH SHAPE	16 TOWN ATTRIBUTES BUILT INTO CIRCULAR-LANDSCAPES	3 CROPPED ICONS ENCLOSED IN GEOMETRIC SHAPE	2 WHOLE ICONS DRAWN IN SIMILAR SSTYLE TO GO WITH TOWNS



After second round of community meetings, we were directed to use linear textures, no solid icons, do use a hexagon, no slogans—so we got to work with the following drawing styles.

we presented those results to TCCDA and discussed how many icon textures to use and how to distribute them.





LOGO SYSTEM

This section explains the family of symbols that allows for shared values and unique assets to be emphasized by different communities or organizations. It also explains how you go about using them and where to find help doing it.

Let's do it!

Messages you might find within the mark(s)

Basic elements of life are all found here

A window into Tucker culture

Multifaceted communities

An interwoven fabric

Shared resilience, unique individuals

Ready to collaborate but independent

Common values and respect for mountains/nature

Common desire to keep it small

Memories like a pieced quilt bind us

Entrepreneurial and adventurous spirit

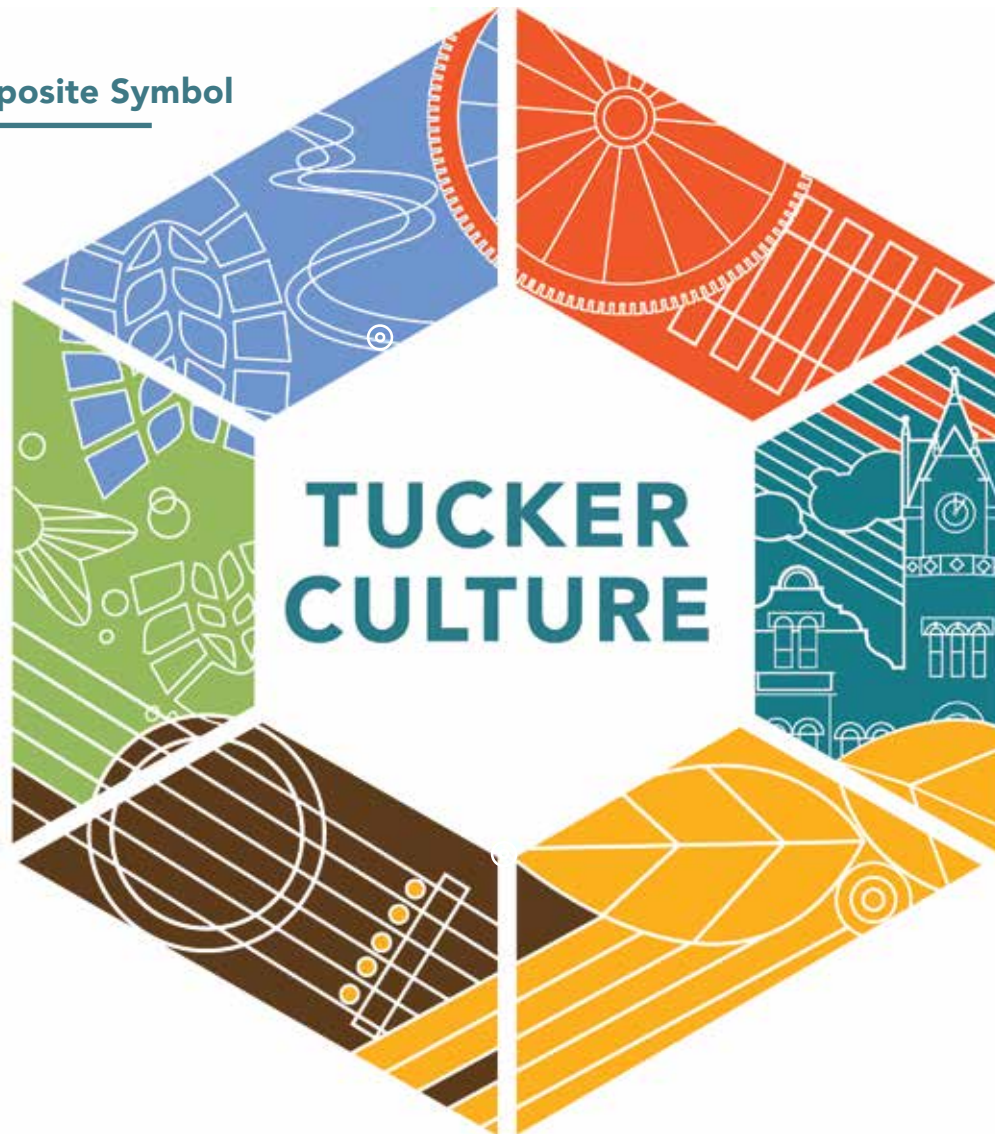
A kaleidoscope of color in nature

A creative people

Solid but fluid and flexible

Frame of reference for serenity or adventure

1 Composite Symbol



This is the most inclusive mark—to be used when we are addressing the whole culture of Tucker. However, it is to be used only when large enough to see the mono-line icons.

Hiking/workboots
 Architecture
 Music
 Fishing/rivers
 Nature/trees
 Biking/gear
 Railroad heritage
 Farming/rows



The Composite Symbol (this one with the most representative icons), comes in a blue-green color as the main single-color usage.

For purposes of the copier or other times when one might need them, there is a black and a white version.

There are files of each color variation in a Dropbox account for the TCCDA to distribute in formats of Illustrator, .pdf, .jpeg, .tif, .eps (to get a transparent background) and .png for web. See the HOW TO section for guidance.



2 Topo symbol

This is the other primary mark to be used for smaller sizes.



This version with the T changed to the lighter green reads well on black and is used on our tucker culture web banner

The topo symbol comes in two different line weights, again, for purposes of reduction and the coarseness of the reproduction method. the thicker line symbol would also be the better choice for silkscreening, for instance.

In white, it is the best choice for reading on top of a photo in an area where there are no very light colors behind it. It's also paired with the six-petaled Trout Lily, a spring wildflower.



1 ICONIC SYMBOL FOR 2.5 INCHES+



2 TOPOGRAPHY 2.5 INCHES OR LESS
For use with logo this size or smaller



TOPOGRAPHY : SMALLEST USES

2a



SYMBOLS THAT CAN BE CHOSEN FOR ICON PREFERENCES BY TOWNS

Each of these have one unique icon not in the main symbol—just couldn't fit more in and still read them all!

4 ARTS/NATURE/MOUNTAINS



3 NATURE/OUTDOOR ADVENTURE

5 HISTORY/ARCHITECTURE/NATURE

The Typeface Family

Avenir font styles are used for the logo from the same typeface family: Avenir. Avenir is a sans serif font that matches the simplicity of the logo and the geometry of the hexagon with a hint of organic

The Avenir family consists of **12** typeface styles: Light, Light Oblique, Book, Roman, Book Oblique, Medium, Medium Oblique, Black, Black Oblique, Heavy, and Heavy Oblique.

The huge variety of font weights and widths will ensure immense flexibility, and consistency for the future growth of the Tucker Culture.

When to Use:

Avenir Black is the primary font used for the logotype/logo wording. It is also used to draw attention to the 2nd half of the tag-line.

It allows even the yellow of the palette to hold up as a headline. this is also why it is important not to substitute other yellows.

Avenir (Black)

ABCDEF

abcd 1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#@\$%^&*()

When to Use:

Avenir Medium is to be used with the Black in the Tucker Culture lock-up if there is only one color in the type being used, as it provides a good contrast but maintains legibility

Avenir (Medium)

ABCDEF

abcd 1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#@\$%^&*()

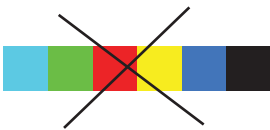


Tucker Colors have been picked by dark-to-light so that each pairing will separate, but even the yellow is dark enough for white lines to show up on top of them. They are each compatible with the blue-green used as the single color.

They have also been picked with 3 warm and 3 cool colors so that there is a seasonal possibility, a sunset possibility, a nature theme possible, and an endless color combination for using the palette to create art.

While they may feel spectral, no color is a pure hue, with varying intensity and the deep brown is the farthest from pure.

In fact, if you use the closest named color from the color wheel, you would get a very harsh and incompatible set of colors as you see below. Never substitute!



Pantone is a single ink color mixed for silkscreening or if there is only one color on a press for a job.

Pantone 7474C

C79 M40 Y42 K9
R59 G120 B131
#3b7883



PROCESS C79 M40 Y42 K10
SCREEN R58 G119 B130
WEB HTML #3a7782



Pantone Cool Grey 11CP
PROCESS C79 M40 Y42 K10
SCREEN R58 G119 B130
WEB HTML #BCBCB8



Pantone 376C

C47 M11 Y83 K0
R148 G184 B91
#94b85b



PROCESS C0 M97 Y87 K60
SCREEN R128 G47 B45
WEB HTML #802f2d



Pantone 166C

C4 M82 Y100 K0
R61 G119 B132
#e75300



PROCESS C0 M97 Y87 K60
SCREEN R128 G47 B45
WEB HTML #802f2d



Pantone 7549C

C1 M35 Y99 K0
R250 G175 B28
#faafc



PROCESS C0 M97 Y87 K60
SCREEN R128 G47 B45
WEB HTML #802f2d



Pantone 7453C

C50 M28 Y0 K0
R125 G164 B221
#7da4dd



PROCESS C58 M34 Y0 K0
SCREEN R128 G47 B45
WEB HTML #6D95CD



Pantone 477C

C43 M68 Y93 K50
R92 G58 B26
#5c3a1a



PROCESS C43 M58 Y93 K50
SCREEN R92 G58 B28
WEB HTML #5C3A1A

How you can get files or help.

The policy is still being worked out in this trial phase, but for now, get permission from TCCDA board members for what you need by email, and then you can get files by email from the designers below. A Vista intern will coordinate from the TCCDA.

WVU Graphic Design will also be able to help with design needs through March 2018.

**For questions contact
Eve Faulkes
304 692-1116
efaulkes@mail.wvu.edu
or
Brooke Deardorff
bldeardorff@mix.wvu.edu**

This is a reference chart. All symbols are not shown in their ideal size, and, in fact, show the limitations of choosing the wrong one for small sizes

Messages within the symbols:

BLUEGREEN
R 51 G 120 B 132
C81 M40 Y41 K9
hexidecimal #337884



6-color version see color specs on the color page of the style guide

Black is for documents with no color or where black is a nice choice for the composition.

In some cases it is more readable when other artwork is colorful.

White on transparent background to allow a photo or background color to show through. Take care to place it on dark areas of photos.

Color with white lines and white type. The middle of the hexagon and the divisions of segments are transparent to let backgrounds show through.

Each of these examples may come in different file formats (such as pdf, jpg, tiff, ai, png) for purposes of print or web or other kinds of production. This will be explained in the How to Use and Get Files section.

PRIMARY SYMBOLS

Hiking/workboots
Architecture
Music
Fishing/rivers
Nature/trees
Biking/gear
Railroad heritage
Farming/rows



For uses 2.5" or larger to preserve the legibility of the white line textures

Topo map-thin double lines, more refined, but made for reduction
Mountains
Topo maps



For uses 2" or larger to preserve the legibility of the white line textures

TO USE SMALL

Topo map-THICK LINES
USE THIS IN PLACE OF ALL OTHER FOR SMALL SIZES
Mountains
Topo maps



For uses 1/2" or larger to preserve the legibility of the white line textures

NATURE/ RECREATION

Biking
Skiing
Hiking
Fishing
Nature



For uses 2.5" or larger to preserve the legibility of the white line textures

ARTS/ CULTURE

Mountains
Topo maps
Rhythms
Creative
Nature
Art materials



For uses 2.5" or larger to preserve the legibility of the white line textures

HISTORY/ HERITAGE

Topography/mountains
Railroad
Architecture
Hiking
Nature
Trees/lumber
Mining



For uses 2.5" or larger to preserve the legibility of the white line textures



Take care that the background will not camouflage one of the color segments.



An additional set of symbols can be made for each community who would want to choose one of these for their own. a page in the Style Guide gives examples of how that may be done.



You will find extra versions that can be used playfully or to work with photos in more ways in the Style Guide. If you have a use for those, you can see how to work with the TCCDA through our designers for your needs.

We aim to make this fun and adaptable!



TUCKER CULTURE



General users will only need .jpg (opaque) or .eps (transparent) formats of any designs from the chart in the previous page, but we made them all.

VECTOR FILE FORMATS

made up of math equations

Sizes are infinitely scalable up without loss of clarity (however, lines may become too thin to read if reduced past legibility)

.eps

Most used for logos and illustrations for print material and banners because it can scale up large
Supports transparent backgrounds

.pdf

Generally used for emailing documents, viewing, or printing documents without having native software that created them. They are reduced size from the original, but may be saved as print quality resolution as an option. They may combine vector and raster images into one format that also does not require the original image or font in order to print.

.ai

Adobe Illustrator native working layered file for vector designs. You need Adobe Illustrator to open it. You also need a compatible version of Illustrator or to save it in a format that doesn't require that. It has layers with transparent backgrounds.

RASTER FILE FORMATS

(made up of pixels)

The number of pixels per inch is the **resolution*** needed for output the final image will be in

.jpg

Easiest to place into Facebook, Word docs text messages. Used in both print and web applications.

Typically used for photographs and complex images

can't be enlarged beyond 120% of the original size without a loss of visual quality
Color information is lost every time you open and resave the image.

It is opaque, with no transparent areas, including whatever background square it's on.

.png

Supports transparent backgrounds, and is a better alternative to .gif files, used for screen design.

Like .jpgs, they cannot be enlarged from the original size without loss of quality. Reducing is fine, though. We made our originals 4 inches wide, so you should be fine for most needs.

.psd

Layered working files that don't lose any quality, but are large files. They are editable in Adobe Photoshop and are used as master files by designers, who make other file types above from them.

*resolution

Dots per inch

hi res = 300 dpi, used for printing at real printers (offset) as in magazine ads.

medium res = 150-250 dpi
150 dpi needed for inkjet printers and plotters
250 dpi for most newspapers

lo res = 72-100dpi
screen resolution for online purposes



LOGO APPLICATIONS

This is the section where we have fun imagining how the symbols can be used. It also advises on ways to make it work the best that we have discovered as we started test-driving them.

We will keep adding to this as more ideas come up.



3

Nature/Adventure

This is the preferred color version that pushes the idea of ways communities are interwoven and share attributes.

It also gives you an idea of how playful you could be with mixing the colors as an artist.

AVENIR NEXT CONDENSED may be used when the name is longer than the word CULTURE but a single word. This happens so far with Hendricks and Hamblton, but Canaan Valley fits on two lines, so it may still use the regular form of Avenir.

Biking
Skiing
Hiking
Fishing
Nature



Nature/Adventure

This is the monochrome version of the mark. Blue-green is the preferred color when only one is used.

The center of the symbol can show an image, or a kaleidoscope of color and image, taking advantage of the infinite replication of triangles in a hexagon.

This could allow reports or programs or posters to carry individual topics but remain a set for a series theme.





Nature/Adventure

This set of mono-line textures is to be used when the logo will be 3 inches or larger. It is created as a vector image so it can scale up to billboard size without losing detail.

The single red section could be paired with a community that identifies with this iconography. The other four colors could also be picked out of different icon sections to highlight a community's favorite features. Work with a designer to modify colors in Adobe Illustrator.



Nature/Adventure

This is a simple full color version of this mark.

The Topo mark in full color to the right is the one to use when the logo must be small. It has a wider white line that can stand reduction.

We think it would make great cloisonné jewelry.

The center in this version just shows that you could also drop a vector image in for an event and pick up the Tucker Colors to make it match.



**TUCKER
CULTURE**





Nature/Adventure

This version shows the versatility of using only two colors of the palette. The white lines always make it colorful.

It also shows you what a cool picture frame it makes. In this case, the knobby tires of the bike wheel also become reminiscent of a gear in the industrial history of the early days of Tucker Culture—which were adventurous in their own right.



4

History/Heritage

Some towns may choose this mark as their own within the family of the brand.



PARSONS
TUCKER CULTURE

- Topography/mountains
- Railroad
- Architecture
- Hiking
- Nature
- Trees/lumber
- Mining**



History/Heritage

This is the monochrome version of the History mark.





5

Arts/Mountain

Some towns may choose this mark as their own within the family of the brand.



THOMAS
TUCKER CULTURE

Mountains

Topo maps

Rhythms

Creative

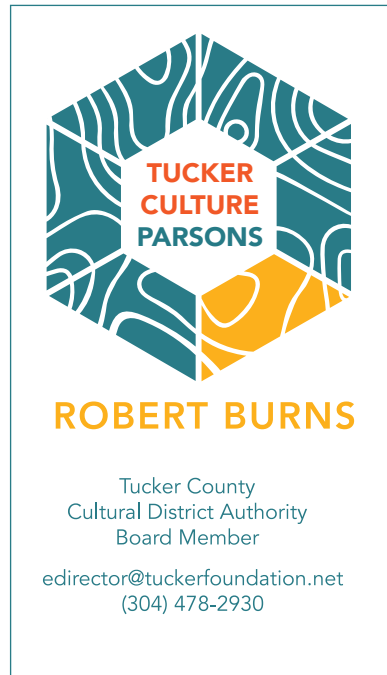
Nature

Art materials

Paper marbling

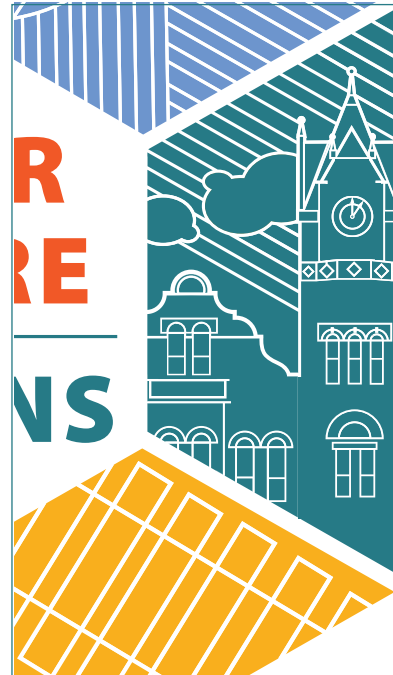


CARD FRONT

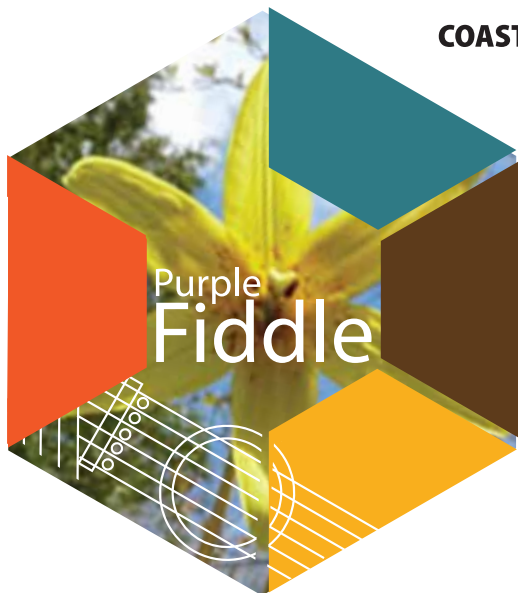


CARD BACK

FARMING
RAILROAD/LUMBER
LANDMARK COURTHOUSE



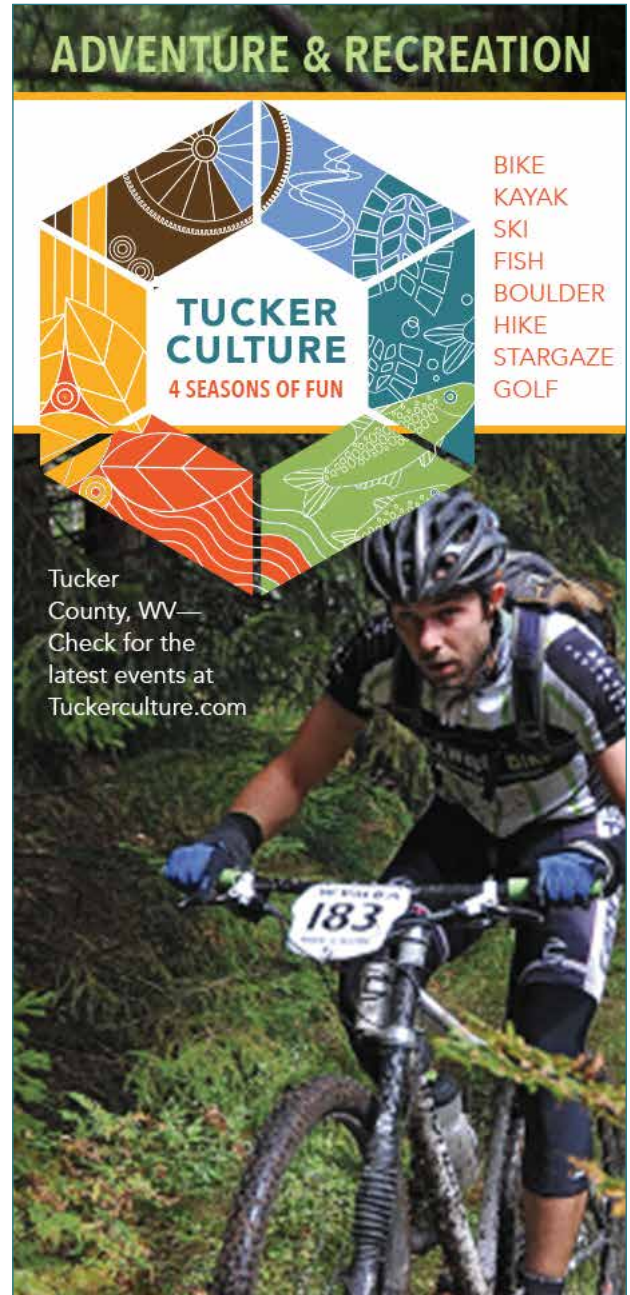
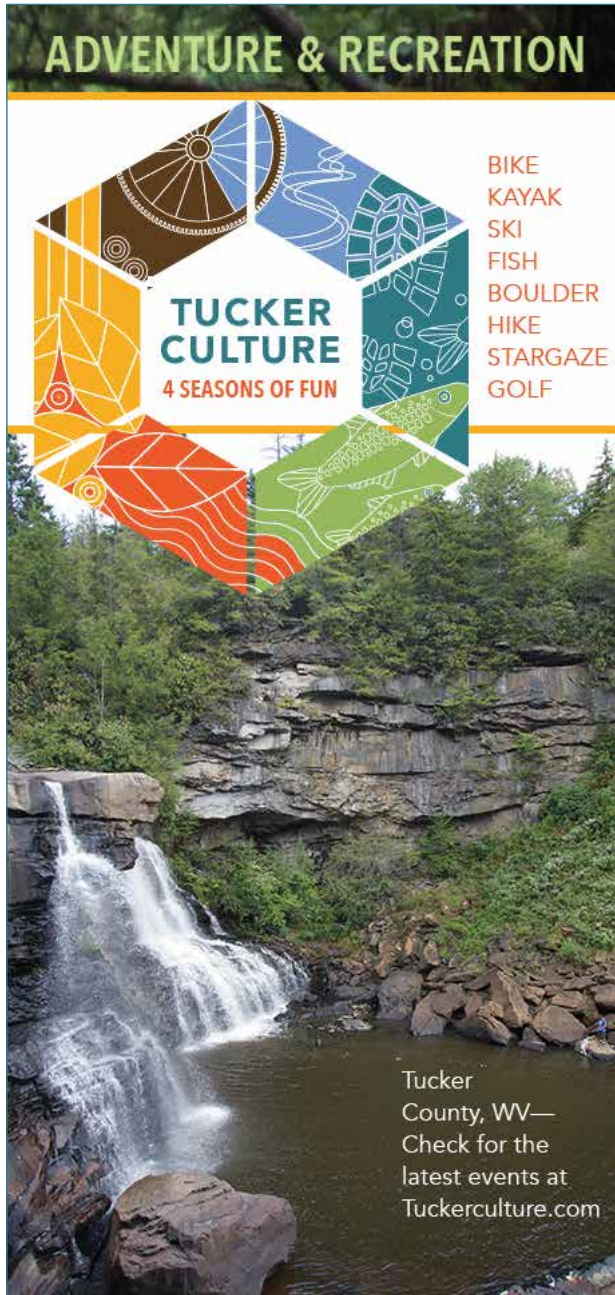
COASTER or GAMEPIECE



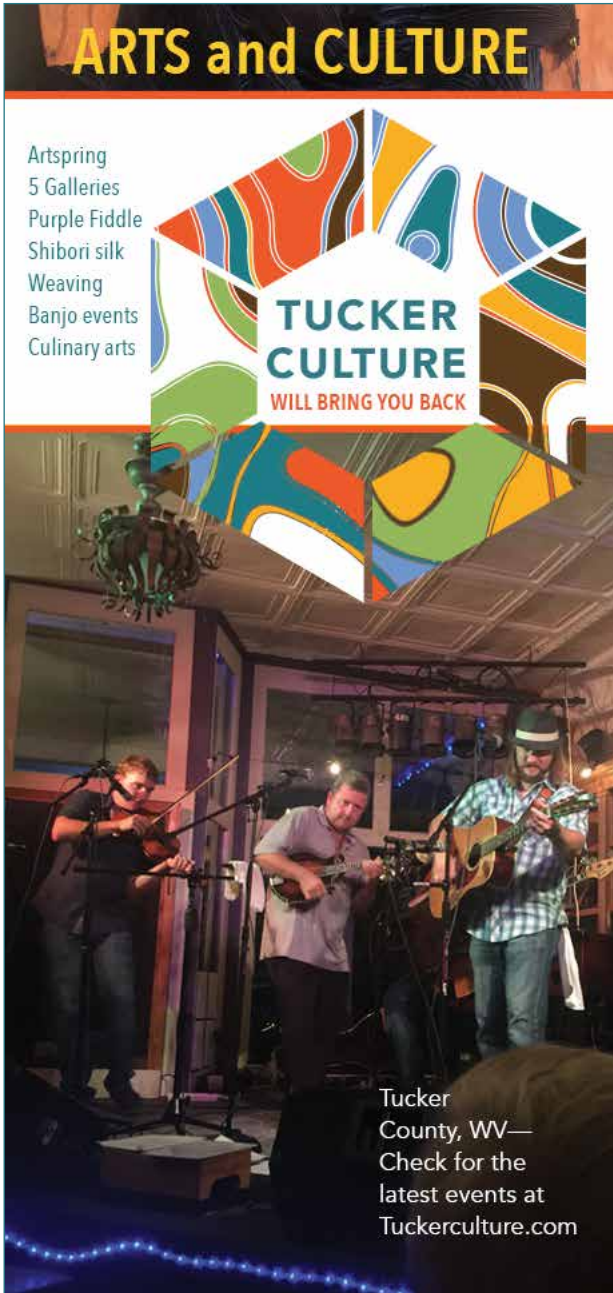


**TUCKER
CULTURE
PARSONS**

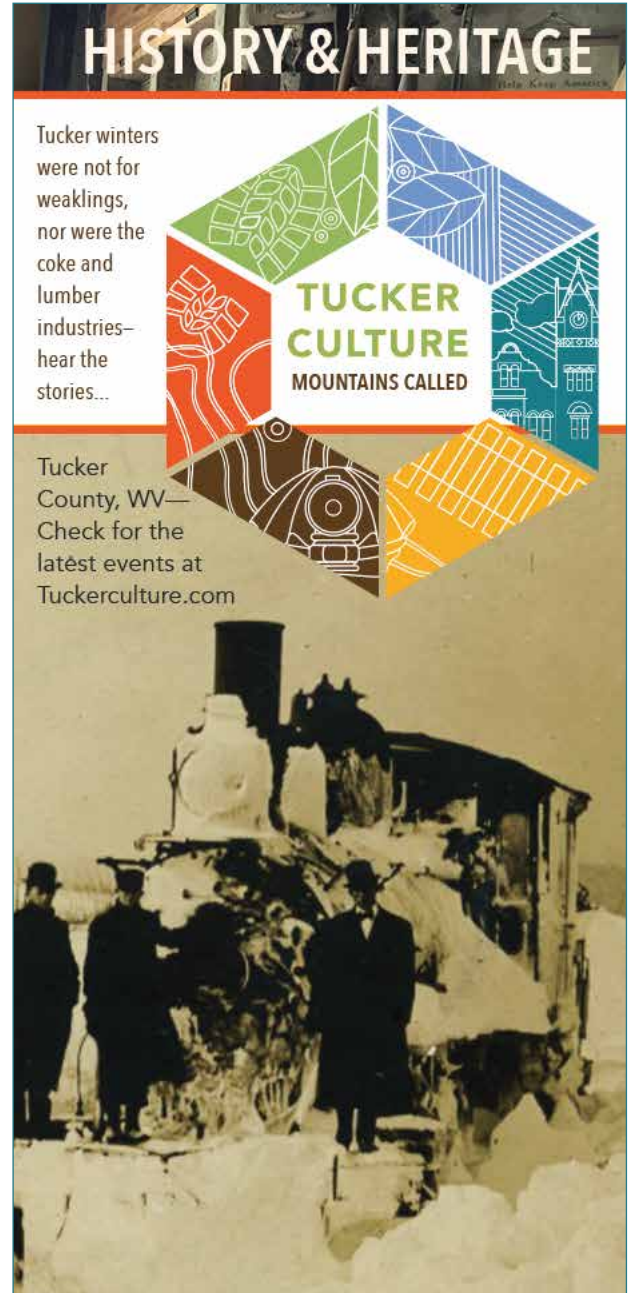
Publication Design: brochures



Tri-fold brochure cover options for Adventure/Recreation



Tri-fold brochure cover option for Arts and Culture



Tri-fold brochure cover option for History and Heritage. Image from the WVU Regional history Center.

"I mean you can do every sport in the world here and it's not overrun, there's not like 1000 people in each parking lot, you know and it's still undiscovered it's still not found." —*Chip Chase*



FIND YOUR next adventure

SKI AREAS

- Timberline Resort**
timberlineresort.com
- Canaan Valley Resort State Park**
canaanresort.com
- Whitegrass**
whitegrass.com
- Blackwater Falls State Park**
blackwaterfalls.com



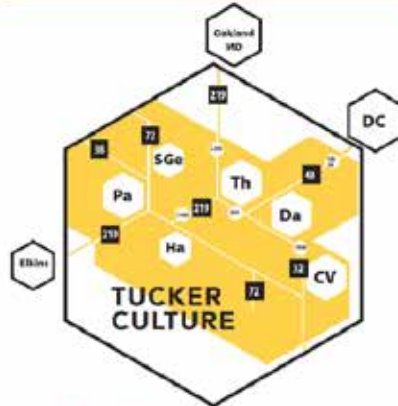
BIKING / HIKING TRAILS

- Allegheny Highlands Trail**
highlandstrail.org
- Heart of the Highlands**
heartofthehighlandstrail.org
- Thomas City Park Trails**
newhistorythomas.com



WATER TRAILS

- Cheat River Water Trails**
cheatriverwatertrails.org
- Patriots 4**
patriots4.org
- Blackwater Outdoor Adventures**
blackwateroutdoors.com



St George	Thomas
Parsons	Davis
Hambleton	Canaan Valley

outfitters

- Driftland Ski & Sport**
driftlandski.com
- Blackwater Outdoor Adventures**
blackwateroutdoors.com
- Blackwater Bikes**
blackwaterbikes.com
- The Ski Barn**
(304) 500-4901
- Patriots 4 General Store**
patriots4.org
- Outdoors Edge**
(304) 300-4001



P.O. Box 237
Thomas, WV 26212
www.tuckercounty.com
(304) 478-2930
Like us on Facebook!
LowerLumber.com

other resources

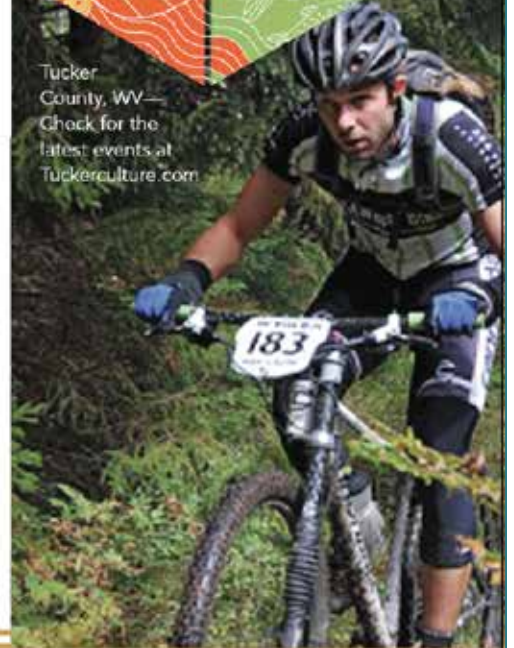
- Chief Ranger District Office**
(304) 478-3251
- Tucker County Development Authority**
tuelervv.com
(304) 614-8839
- Tucker County Convention & Visitors Bureau**
canaanvalley.org
(304) 209-0310

ADVENTURE & RECREATION



- BIKE
- KAYAK
- SKI
- FISH
- BOULDER
- HIKE
- STARGAZE
- GOLF

Tucker County, WV—
Check for the latest events at
TuckerCulture.com



Cover, back and flap of Adventure trifold, showing map

Fun for the whole family

HORSEBACK RIDING

Mountain Trail Rides
mountaintrailsides.com
Timberline Stables
timberlineresort.com



FISHING

Canaan Trout Ranch
canaantrout.com
Cheat River Trout Ranch
canaanvalley.org



GOLF

Holly Meadows Golf Course
(304) 478-3400
Canaan Valley Resort Golf Course
canaanresort.com



MINIATURE GOLF

Chip Shot's FootGolf
chipshotsfootgolf.com
Blackbear Resort
blackbearwv.com
Canaan Valley Resort
canaanresort.com



Good place to pitch a tent

Five Rivers Campground
fiveriverscampground.com
Camp Horseshoe
(304) 478-2481
Camp Kidd
(304) 478-2710
Blackwater Falls State Park
blackwaterfalls.com

Rest Rite Campground
(304) 259-5589
Canaan Valley Resort State Park
canaanresort.com
Chip Shot's FootGolf
chipshotsfootgolf.com
Red Creek Campground
(304) 257-5554

RECREATION

ACTIVITY PARKS

Boulder Park
boulders.org
Splash Park
Mill Race Park - Parsons

CITY PARKS

River City Park - Parsons
Mill Race Park - Parsons
Hendricks Park - Hendricks
Centennial Park - Thomas
Thomas Riverfront Park - Thomas
Davis Ballpark - Davis
K.O.C Community Park - Davis
Davis Riverfront Park - Davis

NATURAL AREAS

Blackwater Falls State Park
blackwaterfalls.com
Canaan Valley Resort State Park
canaanresort.com
Dolly Sods Wilderness Area
(304) 257-4488
Otter Creek Wilderness Area
(304) 478-2000
Farrow Experimental Forest
(304) 478-2000, ext. 110
Canaan Valley Wildlife Refuge
(304) 886-3858

"I've lived all over the country literally coast-to-coast border to border, this is one of the few places I've found where the term community still applies." —Ron Tate



Festivals & Events

Governor's Cup Ski Race - March
The oldest ski race in the South
(304) 886-4301
Timberline Resort

Challenge in the Hills - May
4x4 races across multiple terrain
toke4.com
Parsons

Canaan Min. Bike Festival - June
Biking festival with group rides & races
canaanminbikfestivals.blogspot.com
Davis

Windfest - July
Jumbo kite demos & workshops
(304) 886-4121
Canaan Valley Resort

Run For It - Sept.
5k & 3k race through Davis
huckstfoundation.net
Davis

Astronomy Weekend - Sept.
Astronomy workshops & star-gazing
kvas.org

Blackwater Peltz
Revenge of the Rattlesnake - Oct.
40 mile mountain bike race
blackwaterbikes.com
Davis

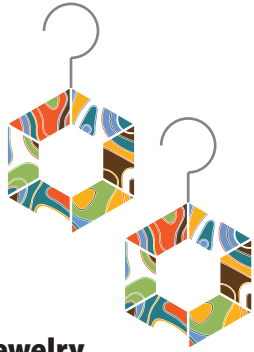




TUCKER CULTURE

containing all elements basic to life

Shirt or poster design



Jewelry



Front pocket area of shirt



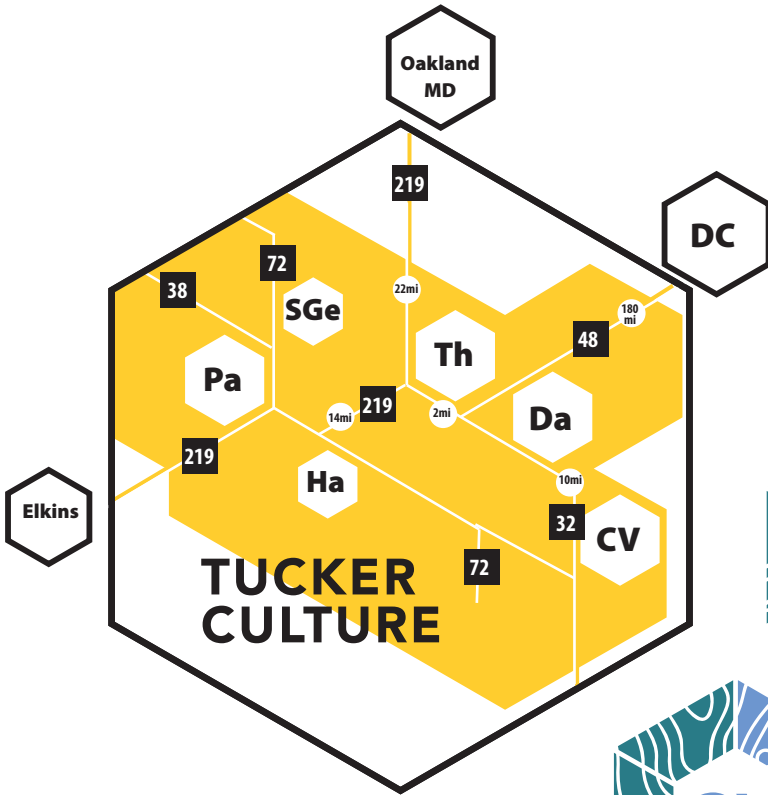
Back of shirt

GET TUCKER'D





Adult or Kid coloring page



Basic Elements

The abbreviation of different communities with two letters suggests the individuality and necessity of basic elements of life in Tucker County.

It becomes useful in the map and can also be a fun way of incorporating all of the towns into a mosaic.

TUCKER CULTURE

dark skies gazing

St George	Thomas
Parsons	Davis
Hambleton	Canaan Valley

A poster inviting you to look up while in Tucker Culture.