



MEET
Greater
RDG

NEXT GEN

Greater RDG Advanced MFG IP



MEET Greater RDG

Get Social! Engage your audience with the best practices for social media posting. Include strong imagery, applicable hashtags, and the website link if necessary!



Meet Greater Reading

Published by Sendible · May 13 at 12:00 PM ·

Looking to move to Greater Reading, but you're not sure which neighborhood is the right fit for you? Take our quiz to find your match! #MeetGreaterRDG

<https://bit.ly/3uOaZQj>



Meet Greater RDG

@GreaterReading

Greater Reading is a prime location for business growth and personal career success. Read more about the industries that make up our local economy here: bit.ly/3tOT5LT

Which industry is your career in? Let us know!



greaterreading

greaterreading
#TriviaTuesday

Homearea.com reported the top 3 cities in PA with the cheapest homes in 2017. Out of those areas, where did Reading rank? Leave your guesses below!

- A. First
- B. Second
- C. Third
- D. Fourth

#mgr #meetgreaterreading
#greaterreading #wearegreater

Liked by historic.boytown and 6 others

APRIL 27

Add a comment...

Post



greaterreading

greaterreading "I have been with American Crane for over 20 years and have been given several opportunities for advancement. I started out as a general laborer and now I supervise 50+ employees." - DIRK AMOLE #MeetGreaterRDG

Looking for a career with room to grow? Browse job openings today!

Like Comment Retweet Bookmark

Liked by berksfoundation and 12 others

APRIL 9

Add a comment... Post

Meet Greater RDG @GreaterReading

American Crane's work in the aerospace industry takes them to Cape Canaveral and beyond. A chamber member for more than 30 years, American Crane envisions success through its people and its focus on perseverance, heart & integrity.

Learn more about the work that happens here ...



Meet Greater Reading

Published by Sendible · May 20 at 8:23 PM ·

How are Next Gen Sector Partnerships different from traditional sector partnerships?

1. Industry is at the center
2. Tackle more than just workforce needs
3. Community support

Watch: <https://vimeo.com/476061911>



Vimeo.com

Flagship Sector Partnerships- 2020



NEXT GEN

Greater RDG Advanced MFG IP

Need Help Getting Started? Try these example social media posts, or develop your own customized posts to share out the content. Don't forget to add some of our provided hashtags too!

1. As a Next Gen IP member, we have access to regular tips and resources, webinars, peer sharing calls, and professional events and summits!

Interested in learning more? Visit <https://meetgreaterreading.org/manufacturing-employer-resources/>

2. As a manufacturing company, we face many unique challenges and obstacles that other industries may not face. Being involved in the Next Gen IP partnership allows us to learn from other business leaders who have advice or solutions to our challenges.

Learn more at <https://meetgreaterreading.org/manufacturing-employer-resources/>

3. We chose Greater Reading as the home for our company for the following reasons:

-
-
-

Why did you choose here? #MeetGreaterRDG

Learn more: <https://meetgreaterreading.org/work-here/>

#GreaterReading

#WeAreGreater

#LiveHere

#WorkHere

#PlayHere

#LearnHere

#NextGen

#AdvancedMFGIP

#GreaterRDG

Hashtags We Like

#MeetGreaterRDG

Links to Share



Live Here: <https://meetgreaterreading.org/live-here/>

Work Here: <https://meetgreaterreading.org/work-here/>

Play Here: <https://meetgreaterreading.org/play-here/>

Learn Here: <https://meetgreaterreading.org/learn-here/>

Job Guide: https://meetgreaterreading.org/wp-content/uploads/2021/05/MGR_jobguide-1-1.pdf

Toolkit: <https://meetgreaterreading.org/toolkit/>

Live Here Quiz: <https://meetgreaterreading.org/which-greater-reading-neighborhood-fits-your-lifestyle/>

Key Industries of Greater Reading: <https://meetgreaterreading.org/key-industries-of-greater-reading-pa/>

Manufacturing Employer Resources: <https://meetgreaterreading.org/key-industries-of-greater-reading-pa/>

Work in Greater Reading: <https://meetgreaterreading.org/work-in-greater-reading/>



2021
STYLEGUIDE

BLACK & WHITE LOGOS

SOLID BLACK



GRAYSCALE



SOLID WHITE REVERSE



GRAYSCALE REVERSE



COLOR LOGO



COLORS



PANTONE

COOL GRAY 9C

DARK BLUE C

CMYK

50-40-34-17

100-86-0-10

RGB

117-120-123

0-36-156

HEX

75787B

00249C

FONTS

PRIMARY

Europa Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

ACCENT

ROYAL FIGHTER

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 0



2020

STYLEGUIDE

BLACK & WHITE LOGOS

SOLID BLACK



SOLID WHITE REVERSE



GRAYSCALE



GRAYSCALE REVERSE



GRADIENT



GRADIENT REVERSE



COLOR LOGOS

COLOR GRADIENT VARIATION 1

C M Y K



COLOR FLAT VARIATION 1

PMS PMS 151 C PMS 2748 C



COLOR GRADIENT VARIATION 2

C M Y K



COLOR FLAT VARIATION 2

PMS 021 C PMS 151 C PMS 3272 C



COLORS

PANTONE

CMYK

RGB

HEX



PMS 1235 C

0-30-100-0

255-183-27

#FFB71B



PMS 151 C

0-60-100-0

255-131-0

#FF8300



PMS 021 C

0-82-100-0

255-81-0

#FF5100



PMS 2748 C

100-93-23-23

37-43-105

#252B69



PMS 3272 C

100-4-50-0

0-163-154

#00A39A

FONTS

PRIMARY

MONTSERRAT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

MONTSERRAT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

MONTSERRAT

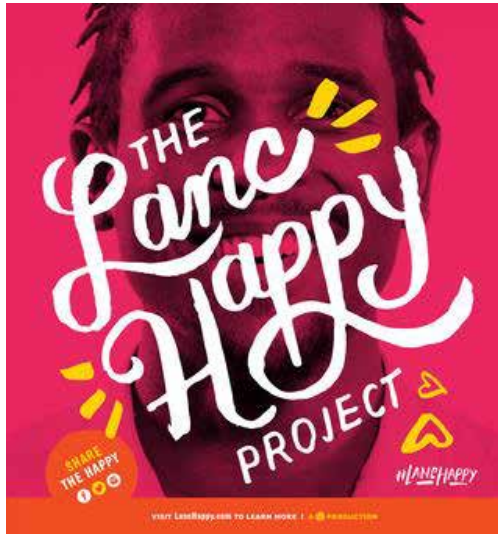
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

ACCENT

Voltage

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0*

MOODBOARD



Reading

