

VIRGINIA
IS FOR
LOVERS®

Virginia is for Lovers
Brand Style Guide



photo by Sarah Hauser



LOVE

LOVE is the most powerful emotion; the most magical feeling. LOVE lifts us up, knocks us down, makes us laugh, makes us cry, makes us push harder and makes us tread lighter. But LOVE's best trick is slowing the world down.

VIRGINIA IS FOR LO^{VE}RS has endured for more than 45 years because the wildly diverse vacations available in the state create remarkable, memorable stories for families, friends and anyone travelers connect with on their Virginia vacation.

photo by Ali Zaman

Getting in gear
50 miles in C...
2



This document is a resource for Virginia Tourism Corporation's industry partners to aid their marketing efforts. It is intended to help partners take advantage of the power of the **VIRGINIA IS FOR LOVERS** brand and allow for successful integration and use of the various components that VTC offers.

about the brand

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brand history



**VIRGINIA
IS FOR
LO^{VE}RS®**

First appeared in January 1969. Since then, it has become an American icon. In 2009 **VIRGINIA IS FOR LO^{VE}RS** was inducted into the Madison Avenue Advertising Walk of Fame. To learn more about the brand, go to [Virginia.org/Virginia is for Lovers](http://Virginia.org/Virginia-is-for-Lovers).

messaging

Overall Campaign Message

VIRGINIA IS FOR LO^{VE}RS - LOVE - Main Message Points

- **VIRGINIA IS FOR LO^{VE}RS** is about love – pure and simple. It's about spending time with those you love, doing the things you love to do on a great vacation.
- Travel in Virginia helps visitors feel completely connected to loved ones.
- Virginia.org (call to action) and #LOVEVA.



What does VIRGINIA IS FOR LO^{VE}RS say?

CONVERSATIONAL/COPY POINTS NARRATIVE/TONE/VOICE

VIRGINIA IS FOR LO^{VE}RS is about love - pure and simple. Always has been, always will be.

Love is something we all have in our lives but for whatever reason – work, meetings, soccer practice, errands, electronics, we don't always have the time to give it the attention it deserves.

Love lives in Virginia each and every day. Virginia offers travelers a chance to completely connect with those they love, doing what they love, on a relaxing vacation together.

The fact that Virginia is easy to get to, within a day's drive or less of 60 percent of the U.S. population, offers a leisurely pace of a Virginia vacation, giving families more time to unplug, unwind and just be – together.

A vacation here is so close by, so easy to reach – you'll have more time to share enjoyment and create a more solid connection together. When we feel totally connected, we are able to express how much we treasure one another, and realize that love is at the heart of every Virginia vacation.



Visual executions the VIFL Brand.





anatomy of the visual campaign

Primary image
family members sharing a moment
in a Virginia place

#LOVEVA
in Futura Medium
positioned alone somewhere
on the image

VIRGINIA IS FOR LOVERS
incorporated into the image

Identifier
in Futura Medium
incorporated into the image

Call to Action
in Futura Medium
incorporated into the image

Virginia.org
in Futura Medium in white positioned
at the lower right of image

co-op advertising

Through Virginia's co-op advertising program, partners can reach a very qualified audience with a greater opportunity for conversion. In addition to exposure, co-op advertising allows greater alignment with the powerful Virginia brand, enabling advertisers of various sizes to enjoy the additional mindshare achieved by its high recognition.

The Washington Post

SPRING IS A TIME FOR FAMILY FUN EXCURSIONS.

Get up the ones you love and hit the road for a scenic spring drive through the Blue Ridge Highlands and Shenandoah Valley. See 14 reasons to experience them. [Read more here.](#)

Beach lovers can dip their toes in the Chesapeake Bay and Atlantic Ocean from a number of points, including the Eastern Shore. Then, looking to venture beyond the warm sand? Virginia has a wealth of natural and cultural attractions along the Coastal Virginia region. [Read more here.](#)

Break out of the winter blues with two of the East Coast's best theme parks. The season begins in March. [Read more here.](#)

Don't know what to pack? Find a handy list of what to bring [here.](#)

All of Virginia is a playground for those who seek something fresh and new. Start planning your spring getaway at [VirginiaIsHome.org](#).

Kingsmill Resort, Williamsburg, VA
Relaxing riverside setting with golf, spa, pool, marina. Family & golf pkgs. Pursue your happiness! [www.Kingsmill.com/packages](#)

LOUDOUN HISTORIC HOMES
Discover the Historic Estates of Loudoun County. Explore Oatlands, Morven Park, & the George C. Marshall House, located just a short drive from DC. [www.LoudounHistoricHomes.org](#)

NORTHERN NECK
Tour the area by water. Pick berries. Enjoy local wine at a waterfront B&B. Plan your escape. [www.Northernneck.org](#)

ROUTE 11 DANCE FESTIVAL
World-Class Professional Dance, May 5-10 in Lexington, Virginia. Trey McIntyre Project, Dance Theatre of Harlem and a gala with dancers from major American companies. [www.route11dance.org](#)

Loudoun Virginia
DC's Wine Country®. Home to over 35 award-winning wineries and culinary experiences, the perfect pairing to a DC getaway. [www.VisitLoudoun.org](#)

Newport News
Visit us at [newport-news.org](#). Discover ships, history, and the great outdoors, plus Williamsburg and Virginia Beach. [www.newport-news.org](#)

Virginia's Mountain Playground Wintergreen
Buy 2 Nights, 3rd Night FREE! Extend your stay on us! It's just a short drive to family fun in Virginia's Blue Ridge Mountains. [www.wintergreenresort.com](#)

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the VIFL logo

The VIFL logo/signature is the visual element on which the branding message is based. It is consistently used on all correspondence, advertising and branding opportunities that market the state of Virginia as a tourism destination. It is made up of two parts, the word mark and the symbol.

VIFL word mark

The **VIRGINIA IS FOR LOVERS** word mark is the verbiage on which the branding message is based. It is consistently used by the VTC to reinforce the branding message. It means that anything you love, you will find in Virginia.

VIRGINIA IS FOR LOVERS

VIFL symbol

The symbol is the heart. It is usually displayed with the word mark. Only VTC has the right to display the symbol without the word mark.



word mark + symbol = logo/signature

VIRGINIA IS FOR LO^{LOV}ERS®

using the VIFL logo



The Basics

The VIFL logo/signature is a registered trademark and should be recognized as such. A registered trademark symbol (®) should be at the end of every logo. As such, it cannot be used by other entities or competitors without permission from VTC.

The VIFL logo may vary in size, but cannot be altered, tampered with, modified or overprinted as described further in this manual. Squeezing, stretching or rearranging the logo is prohibited. Do not attempt to recreate or simulate any artwork using standard fonts. Do not attempt to dot the first "I" in the word Virginia on the Classic word mark. All logos were modified or hand-drawn and cannot be recreated.

The VIFL logo has core colors that apply to it – black, red, white. Color specifications are denoted further in the manual (p.22-24). No color substitutions may be used. Full-color logos with the red heart are encouraged, with the exception of all white or all black logo due to color limitations.

All logos must be requested through the VTC's Creative Services Department. (Requests can be made online at www.vatc.org/advertising/index.asp) The most current VIFL logo (VIFL Classic; see p.26), sanctioned by the VTC, is the logo used in fulfillment of requests. Affiliates or industry partners that promote tourism are encouraged to request the logo for use in their advertising and marketing campaigns. Grant awardees are required to use the VIFL logo in their materials relating to the awarded grant. Permission granted for use of an older version of the logo is also decided on a case by case basis. All requests should be in writing to VTC's Creative Services department and be granted permission before use.

VTC reserves the right to disallow or request changes to designs that do not adhere to the standards set forth by VTC whenever the VIFL logo is used.

Only companies contracted by the VTC have permission to produce items with the VIFL logo or symbol on merchandise.

Branding A branding phrase matches or compliments the current advertising campaign and messaging. This phrase is added to email signatures, official communications and other genres approved by the President and CEO. Currently, the branding phrase is Virginia is for Lovers.

Editorial Style **Trademark** – When writing *Virginia is for Lovers*TM in a document, a superscript TM should be indicated beside the phrase in the first and/or most prominent use of the words in a one-page ad or press release, or at the very least once per page in a long article.

Grammar – *Virginia is for Lovers*[®] should always be written in documents with an uppercase V on Virginia and L on the word Lovers. VIFL should be in all caps when using the acronym version.

Computer terms – “Virginia.org” is written with an uppercase V.

“Internet” is always capitalized.

“Email” is always written without a hyphen.

“Web site” is two words with an uppercase W.

“WiFi” is one word with an uppercase W and F.

Abbreviations – The proper way of abbreviating United States of America is U.S. or U.S.A. VA or Va. are acceptable for abbreviating Virginia.

Commonwealth of Virginia – Capitalize commonwealth only when using the full proper name Commonwealth of Virginia. Lowercase when using alone. State is always lowercase except when used as part of the official name of another state, e.g., the State of Virginia.

Photography All images provided by VTC must give credit to the photographer and place that the image was taken courtesy of the Virginia Tourism Corporation.

Photography by VTC cannot be used or altered in any way that does not represent VTC and its mission of promoting Virginia as a tourism destination and brand standards.

Photography provided or commissioned by VTC cannot be sold to a third party and is only available for use by VTC and industry tourism sites and media outlets to promote tourism.

Official logos –
present and past

Please use the RETRO VIFL logo to remain consistent with current branding,
unless otherwise authorized by VTC.

On the following pages, an overview of past logos is provided for reference only.



The colors indicated on the following pag denote the red heart color.

Black is expressed the same throughout all logos:

PMS = 100% black

CMYK = 100% black

RGB = 0/0/0

Hex = #000000

White is expressed the same throughout:

PMS = white/paper color

CMYK = 0% all colors

RGB = 255/255/255

Hex = #FFFFFF

Retro logo

Retro 1

2013-Present

1993-2002

Registered ®

PMS: 199

CMYK: 100m/100y

RGB: 216/28/63

Hex: d81c3f

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logo use:
incorrect usages



distorted



stretched



recreated



skewed heart



colored heart



enlarged heart



outlined or jagged



rearranged



colored type

compatible
typefaces

Futura

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

usage example

The hashtag and Web site are set in Futura Medium.

VIRGINIA IS FOR LO[♥]ERS[®]
#LOVEVA **Virginia.org**

**VIRGINIA
IS FOR
LO[♥]ERS[®]**
Virginia.org
#LOVEVA



merchandise

All **VIRGINIA IS FOR LOVERS** merchandise has been trademarked

All selected items for sale to consumers must first be approved by VTC Brand Division.

All items must include the **VIRGINIA IS FOR LOVERS** retro logo only.

All items are limited to the following colors: black, white, red and grey

VIRGINIA IS FOR LOVERS is available through the online store at www.thevastore.com or Jim Nathanson with Target Marketing at James@targetmarketing.com.

Target Marketing is the official **VIRGINIA IS FOR LOVERS** merchandiser for Virginia Tourism.

VIRGINIA IS FOR LOVERS®

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