

VTC BRAND
STYLE GUIDE

USING THE VIFL LOGO



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THE BASICS

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

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. 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. 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 VIFL logos must be requested and approved through the VTC's Brand Department. 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.

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.

Request the VIFL logo at vatc.org/advertising.

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COLOR VARIATIONS

BLACK

HEX #000
CMYK 0/0/0/100
RGB 0/0/0
PMS Black 6C



WHITE

HEX #FFF
CMYK 0/0/0/0
RGB 255/255/255
PMS Paper



RED

HEX #ED1C24
CMYK 0/100/100/0
RGB 237/28/36
PMS 199 C



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INCORRECT USAGES



*VIRGINIA
IS FOR
LOVERS*



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BRANDING

A branding phrase matches or compliments the current advertising campaign and messaging. VTC's branding phrase is Virginia is for Lovers®.

EDITORIAL STYLE

Registered Trademark

When writing Virginia is for Lovers® in a document, a superscript ® 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.

Abbreviations

The proper way to abbreviate United States of America is U.S. or U.S.A. and Virginia is VA or Va.

Commonwealth of Virginia

Capitalize commonwealth only when using the full proper name Commonwealth of Virginia. Lowercase when using alone.



Chatham Vineyards - Machipongo, Virginia



PHOTOGRAPHY

All images provided by VTC must credit 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.

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

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TYPEFACES

VTC's official typeface is Brother 1816. This typeface must be purchased for a nominal fee and licensed for legal, commercial use.

If the use of the official typeface, Brother, is not possible, Josefin is a suitable alternative that is available under an open font license.

Trebuchet is a last resort only when neither Brother nor Josefin is available. This font is a standard font typically found on most personal computers.

Brother 1816:

myfonts.com/fonts/typotype/brother-1816

Josefin:

fonts.google.com/specimen/Josefin+Sans

BROTHER 1816

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

BROTHER 1816 THIN
BROTHER 1816 LIGHT
BROTHER 1816 BOOK
BROTHER 1816 REGULAR
BROTHER 1816 MEDIUM
BROTHER 1816 BOLD
BROTHER 1816 EXTRA BOLD
BROTHER 1816 BLACK

JOSEFIN

A B C D 1 2 3 4
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ **1234567890**

JOSEFIN LIGHT
JOSEFIN REGULAR
JOSEFIN SEMI BOLD
JOSEFIN BOLD

TREBUCHET

A B C D 1 2 3 4
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ **1234567890**

TREBUCHET REGULAR
TREBUCHET BOLD

**CONTACT THE
BRAND TEAM**

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