



Communication Guidelines

1. Brand Guidelines

a. Quick Breakdown

- i. Virginia leads the nation in the commemoration of the nation's 250th anniversary. The **Virginia American Revolution 250 Commission** (VA250) was established by the General Assembly to plan a robust statewide program that is multi-faceted and spans a number of years, highlighting Virginia's key role in the founding of our nation.

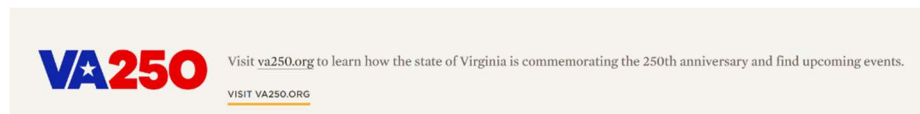
ii. Logo and Tagline Examples

1. The logo features the letters 'VA' in blue with a white star inside the 'A', followed by the number '250' in red.
2. The logo features the letters 'VA' in black with a white star inside the 'A', followed by the number '250' in black.
3. The logo features the letters 'VA' in blue with a white star inside the 'A', followed by the number '250' in red, and '.ORG' in grey below it.
4. The tagline features the words 'VIRGINIA'S HISTORY' in red and blue, followed by 'IS AMERICA'S STORY' in blue and red.

- iii. For the brand guidelines, please reach out to Trevor Grimm at tgrimm@va250.virginia.gov.

b. Examples of VA250 Logo on Partner Websites

Mount Vernon 250 Page:



2. Customized Logos

a. Locality Logo





3. Adding Events and Reporting Events to Website Calendar

- a. Log in on <https://va250.org/committee-login/> to access the Committee Dashboard
 - i. Use your locality's log-in information (reach out to Trevor Grimm at tgrimm@va250.virginia.gov)

- b. Submit Events
 - i. Click **SUBMIT AN EVENT**
 - ii. Fill out the requested information
 - iii. Click "Submit Event"
 - iv. Once approved, the event will be immediately added to the calendar.

- c. Report Event Statistics (after event)
 - i. Click **SUBMIT EVENT REPORT**
 - ii. Select between Option A and Option B
 1. Option A: Previously added to calendar. Event information is pre-filled.
 2. Option B: Add new event information and report.
 - iii. Add as much information, to the best of your knowledge, such as:
 1. Number of participants
 2. Where they traveled from
 3. Event costs and revenue, if any
 4. Visitor feedback
 5. Any event images
 6. Any media coverage
 - iv. Click "Submit Event Report"

4. VA250 Social Media

- a. Follow and tag us **@VARevolution250**
 - i. Facebook: [facebook.com/varevolution250](https://www.facebook.com/varevolution250)
 - ii. Instagram: [instagram.com/varevolution250](https://www.instagram.com/varevolution250)
 - iii. Threads: <https://www.threads.net/@varevolution250>
 - iv. Twitter (X): twitter.com/varevolution250
 - v. LinkedIn: [linkedin.com/company/varevolution250](https://www.linkedin.com/company/varevolution250)
 - vi. YouTube: <https://www.youtube.com/@VARevolution250>

b. Hashtags

i. Main hashtags:

1. #VA250
2. #America250VA
3. #VirginiasHistoryIsAmericasStory
4. #VirginialsForHistoryLovers

ii. Additional hashtags:

1. #AmericanRevolution
2. #RevolutionaryWar
3. #America250
4. #VirginialsForLovers

5. Questions? Contact:

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