

**C&G
Partners**

**VIRGINIA 250
BRAND GUIDELINES
2023**

VA 250

TABLE OF CONTENTS

OVERVIEW	2
LOGO	3
COLOR	12
TYPEFACE	13
TAGLINE	14
TOOLKIT	23

OVERVIEW

Virginia is doing its part to honor the nation's 250th birthday. The state played a significant role in America's founding, and Virginia's importance carries through today. The Virginia American Revolution 250 Commission was established by the General Assembly to share the wealth of these contributions.

Our brand started with a tagline—Virginia's history is America's story—which served as the inspiration for our secondary logo. This does not replace the organizational logo, but rather is designed to take center stage as a public face. In those cases, the organization's logo also appears in a “powered by” or “sponsored by” type of position.

We aimed to create a thought-provoking symbol that would synthesize a multitude of ideas. Our goal was for the tagline to be inviting, incorporate a visual play on words, and provide us with a simple yet flexible design language, emphasizing that Virginia boasts many voices, experiences, and contributions to America. We approached this exercise to design something that would be an easily identified typeface and color combination while keeping Virginia front and center.

LOGO IN COLOR ON WHITE

A mark used for white backgrounds.



LOGO IN WHITE ON COLOR

A mark used for black or dark colored backgrounds.
If the user requires a color, we recommend using a flood of blue.



VA 250

LOGO IN BLACK ON WHITE

A mark used for printing on black and white printers only.

VA 250

LOGO+.ORG IN COLOR ON WHITE

A mark used to include the url for white backgrounds.



Depending on the application you can use the right aligned logo+.org.



Depending on the application you can use the full width logo+.org.

LOGO+.ORG IN WHITE ON BLUE

A mark used to include the url for black or dark colored backgrounds. If the user requires a color, we recommend using a flood of blue.

**VA★250
.ORG**

Depending on the application you can use the right aligned logo+.org.

VA★250.ORG

Depending on the application you can use the full width logo+.org.

LOGO+.ORG IN BLACK ON WHITE

A mark used to include the url for printing on black and white printers only.

**VA★250
.ORG**

Depending on the application you can use the right aligned logo+.org.

VA★250.ORG

Depending on the application you can use the full width logo+.org.

LOGO STRUCTURE AND CLEARANCE SPACE

The brand lockup is a unique piece of artwork and should never be reproduced. The refined logo identity, with carefully considered spacing, gives the symbol a clear appearance.

Always maintain the minimum clear space around the logo to preserve its integrity. To ensure visual clarity and maximum impact, the mark should never be connected to or crowded by text, photographs, or graphic elements. Use the V from the logo as a reference for establishing the no-fly zone around it.



MINIMUM LOGO SIZE

To protect the legibility and impact of the logo, it must never be reproduced in a size smaller than the one shown on this page.

PRINT

In print environment, the minimum size of the logo depends on the application. The minimum height for the logo is .3125”.

SCREEN

In digital environment, the minimum size of the logotype depends on the application. The minimum height for the logo is 40px.



LOGO MISUSES

Virginia 250 logo should under no circumstances be used in the situations described on this page.



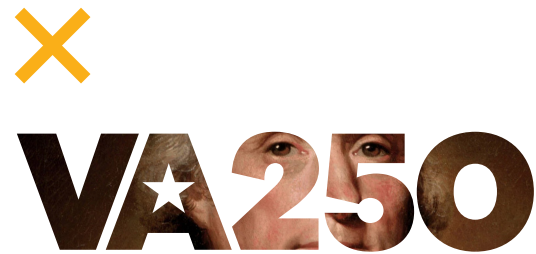
Do Not recolor to non-brand colors



Do Not apply transparency effects



Do Not outline



Do Not place an image inside



Do Not stretch or distort



Do not add text



Do Not rotate



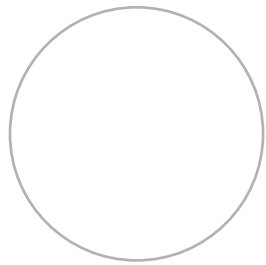
Do Not change typeface



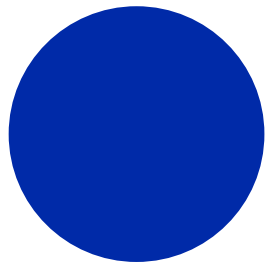
Do Not reconfigure

COLORS

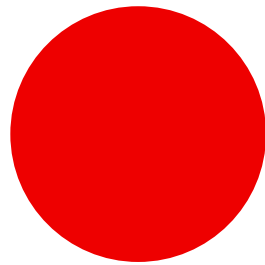
For consistency, please use the following colors when editing all print and digital applications. We recommend that the applications primarily use a white background with occasional large areas of blue to mirror the predominant blue field in the Virginian State Flag



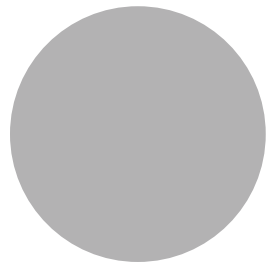
Virginia 250 White
hex#:ffffff



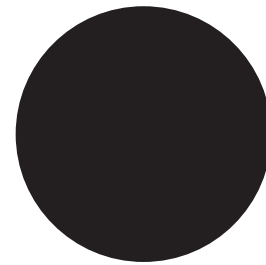
Virginia 250 Blue
PMS 2736 C
C:100 M:95 Y:0 K:0
hex#:1125a9



Virginia 250 Red
PMS 2347 C
C:0 M:100 Y:100 K:0
hex#:E70000



Virginia 250 Grey
PMS Cool Gray 5 C
C:0 M:0 Y:0 K:35
hex#:B1B2B2



Virginia 250 Black
PMS Black 6 C
C:0 M:0 Y:0 K:100
hex#:000000

We recommend using the PMS color for specialty printed applications that offer PMS color matching like brochures and posters.

We recommend using the CMYK for most print that cannot be matched with PMS, and the hex# for all digital applications.

**WE HOLD THESE
TRUTHS TO BE
SELF-EVIDENT:**

We recommend using Metric—Black
with all caps for Titles; preferably right aligned

TYPEFACES

For consistency, please use the following typefaces
when editing all print and digital applications.
We recommend that all text be left or center-aligned.
IBM Plex Serif is a free font that can be downloaded
from Google Fonts.

We hold these
truths to be
self-evident:
that all men are
created equal...

We recommend using IBM Plex Serif—
Medium and Medium Italic for all text; preferably left aligned

*We hold these
truths to be
self-evident:
that all men are
created equal...*

TAGLINE A: IN COLOR ON WHITE

We recommend using Tagline A frequently and as prominently as possible. The tagline should primarily be used on a white background to emphasize the letterforms, particularly in 'History' and 'Story.' Due to the careful alignment of the stars and stripes, we advise treating the mark similarly to a logo, meaning it should not be edited or refined.

**VIRGINIA'S HISTORY
IS AMERICA'S STORY**

TAGLINE A: IN WHITE ON COLOR

We recommend using the Tagline A frequently and as prominently as possible. The tagline should primarily be used on a white background, but certain situations may require it to be used on a colored background with a knockout effect. Due to the careful alignment of the stars and stripes, we advise treating the mark similarly to a logo, meaning it should not be edited or refined.

**VIRGINIA'S HISTORY
IS AMERICA'S STORY**

TAGLINE A: IN BLACK ON WHITE

We recommend using the Tagline A frequently and as prominently as possible. The tagline should primarily be used on a white background. This mark should be used for black and white printers only.

**VIRGINIA'S HISTORY
IS AMERICA'S STORY**

TAGLINE B: IN COLOR ON WHITE

We recommend using Tagline B when there is a legibility issue with the stripe 'O'. Due to the careful alignment of the letter forms, we advise treating the mark similarly to a logo, meaning it should not be edited or refined.

**VIRGINIA'S HISTORY
IS AMERICA'S STORY**

TAGLINE B: IN WHITE ON COLOR

We recommend using Tagline B when there is a legibility issue with the stripe 'O'. Due to the careful alignment of the letter forms, we advise treating the mark similarly to a logo, meaning it should not be edited or refined.

**VIRGINIA'S HISTORY
IS AMERICA'S STORY**

TAGLINE B: IN BLACK ON WHITE

We recommend using Tagline B when there is a legibility issue with the stripe 'O'. The tagline should primarily be used on a white background. This mark should be used for black and white printers only.

**VIRGINIA'S HISTORY
IS AMERICA'S STORY**

TAGLINE C: IN COLOR ON WHITE

We recommend using Tagline C in least common situations. The tagline should primarily be used on a white background to emphasize the letter-forms, particularly in 'History' and 'Story.' Due to the careful alignment of the letter forms, we advise treating the mark similarly to a logo, meaning it should not be edited or refined.

**VIRGINIA'S HISTORY
IS AMERICA'S STORY**

TAGLINE C: IN WHITE ON COLOR

We recommend using Tagline C in least common situations. The tagline should primarily be used on a white background, but certain situations may require it to be used on a colored background with a knockout effect. Due to the careful alignment of the letter forms, we advise treating the mark similarly to a logo, meaning it should not be edited or refined.

**VIRGINIA'S HISTORY
IS AMERICA'S STORY**

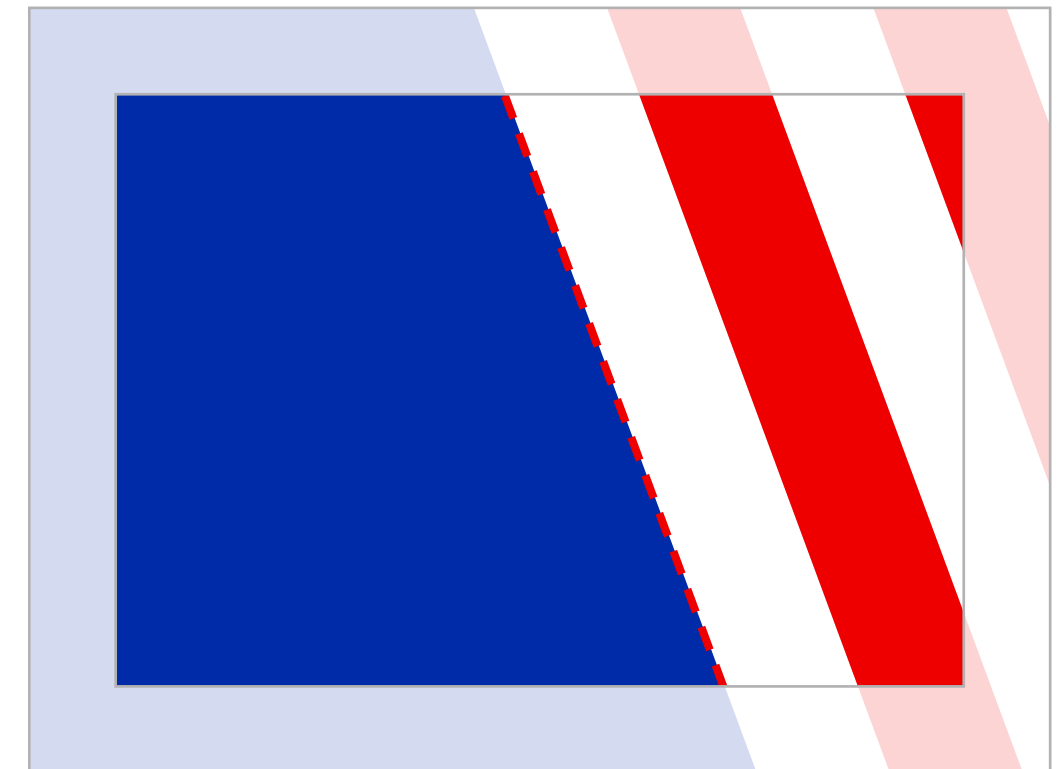
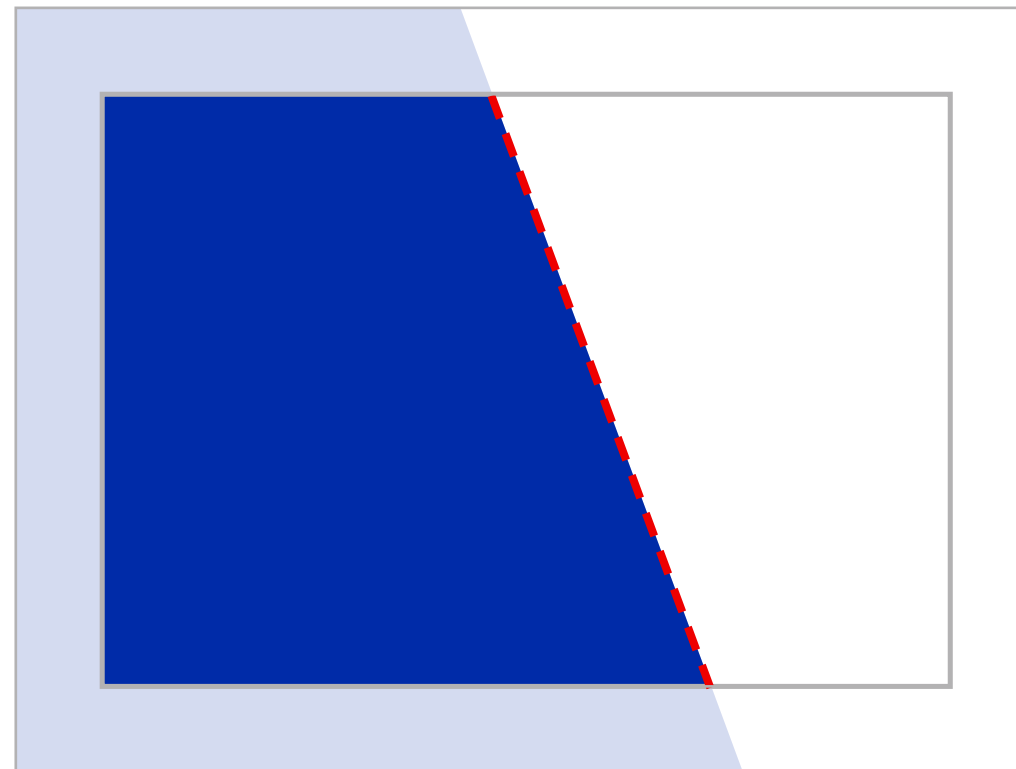
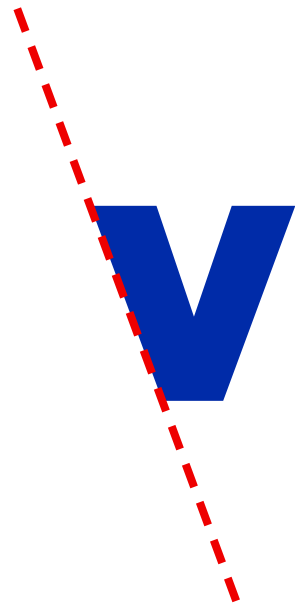
TAGLINE C: IN BLACK ON WHITE

We recommend using the Tagline C frequently and as prominently as possible. The tagline should primarily be used on a white background. This mark should be used for black and white printers only.

**VIRGINIA'S HISTORY
IS AMERICA'S STORY**

TOOLKIT: ANGLED STRIPES—A

We recommend keeping the brand as simple as possible, but there may be situations where the user needs to divide content or create more complex and visually interesting graphics. By incorporating the angle from the letter ‘V’ and a simplified American flag, we propose two directions that will give Virginia 250 a more unique and distinctive feel.



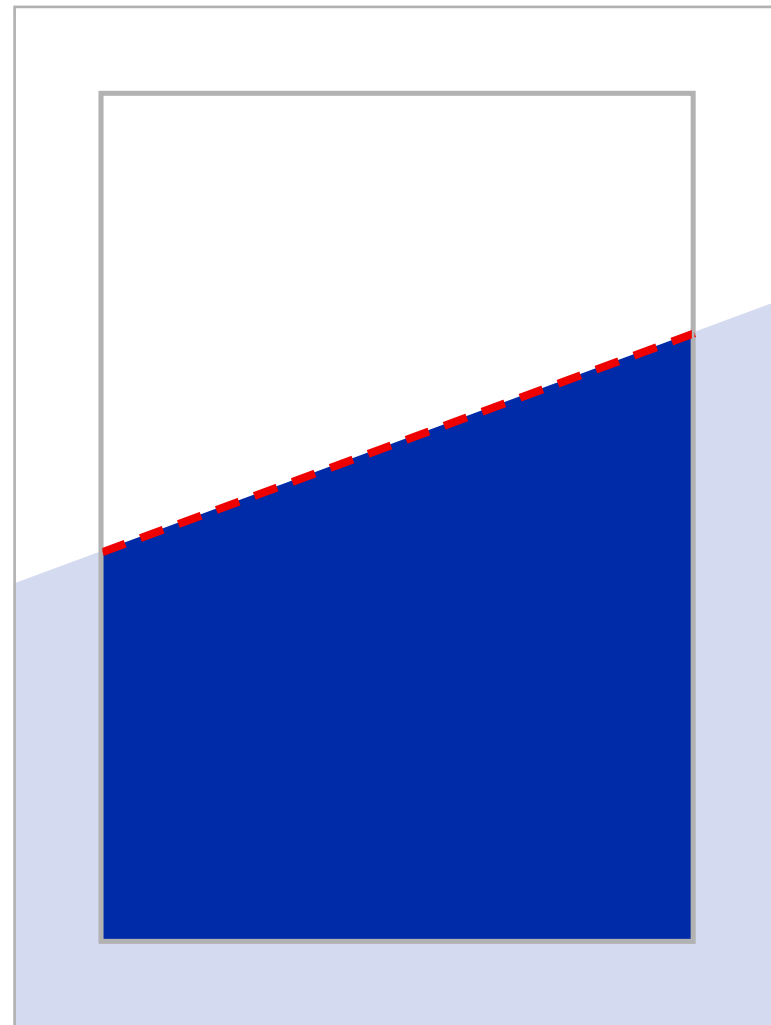
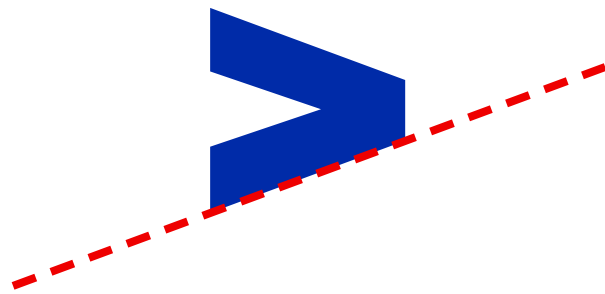
We propose using the angle of the letter ‘V’ to create a simple visual system that can segment information and offer branding opportunities. The angle is set at 20°

Toolkit System 1: Based on the large blue shape of a simplified American flag, we propose that blue becomes the second most dominant color field after white. The shapes should extend to the edges, to provide a full-bleed effect. We recommend primarily using the toolkit for digital applications or special print projects that permit full-bleed design.

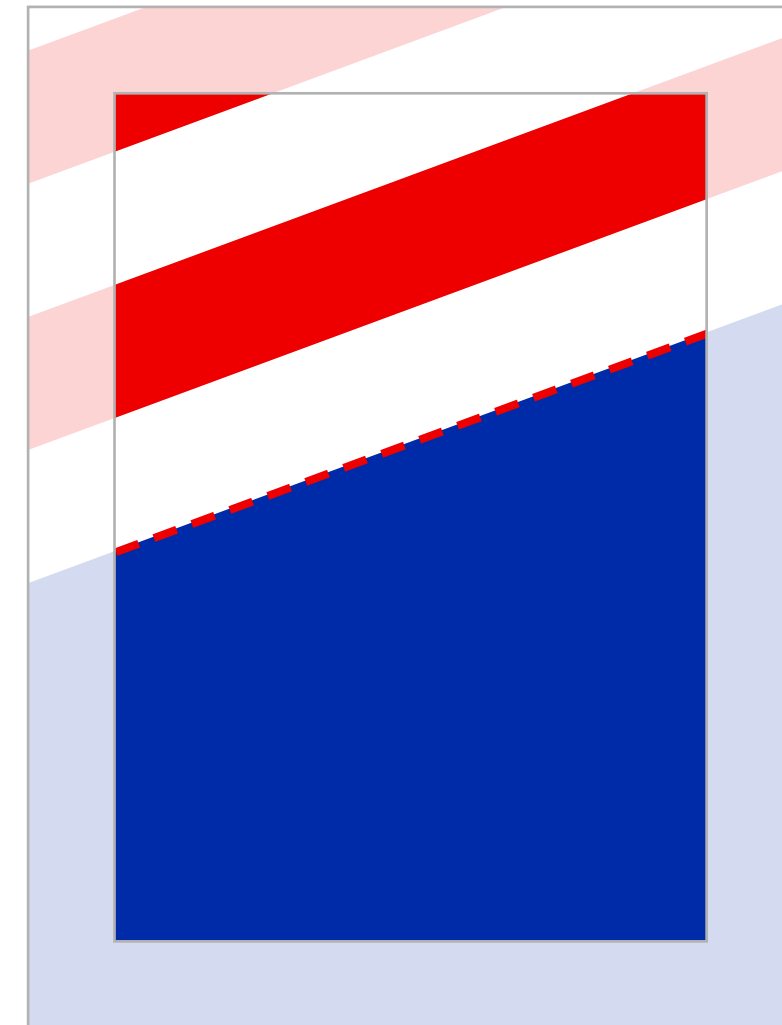
Toolkit System 2: To expand our branding system, we propose incorporating thinner red lines similar to the stripes on the rotated flag. The red stripes should be used sparingly to either separate content or emphasize specific information.

TOOLKIT: ANGLED STRIPES—B

Depending on the application and the information provided, the stripes may need to be rotated 90°.



Toolkit System 1: Based on the large blue shape of a simplified American flag, we propose that blue becomes the second most dominant color field after white. The shapes should extend to the edges, to provide a full-bleed effect. We recommend primarily using the toolkit for digital applications or special print projects that permit full-bleed design.



Toolkit System 2: To expand our branding system, we propose incorporating thinner red lines similar to the stripes on the rotated flag. The red stripes should be used sparingly to either separate content or emphasize specific information.

We propose using the angle of the letter 'V' to create a simple visual system that can segment information and offer branding opportunities. The angle is set at 110°

TOOLKIT: ANGLED STRIPES—IN USE

Here is an example where a user may need to use the brand toolkit. Depending the application these shapes can be used interchangeably. We recommend that the original Virginia 250 logo be used in white to avoid the colors from clashing.

Celebrating the 250th anniversary
of the American Revolution,
the Revolutionary War,
and US Independence in the
Commonwealth of Virginia.

VIRGINIA**250**
AMERICAN REVOLUTION

VIRGINIA'S HISTORY
IS AMERICA'S STORY

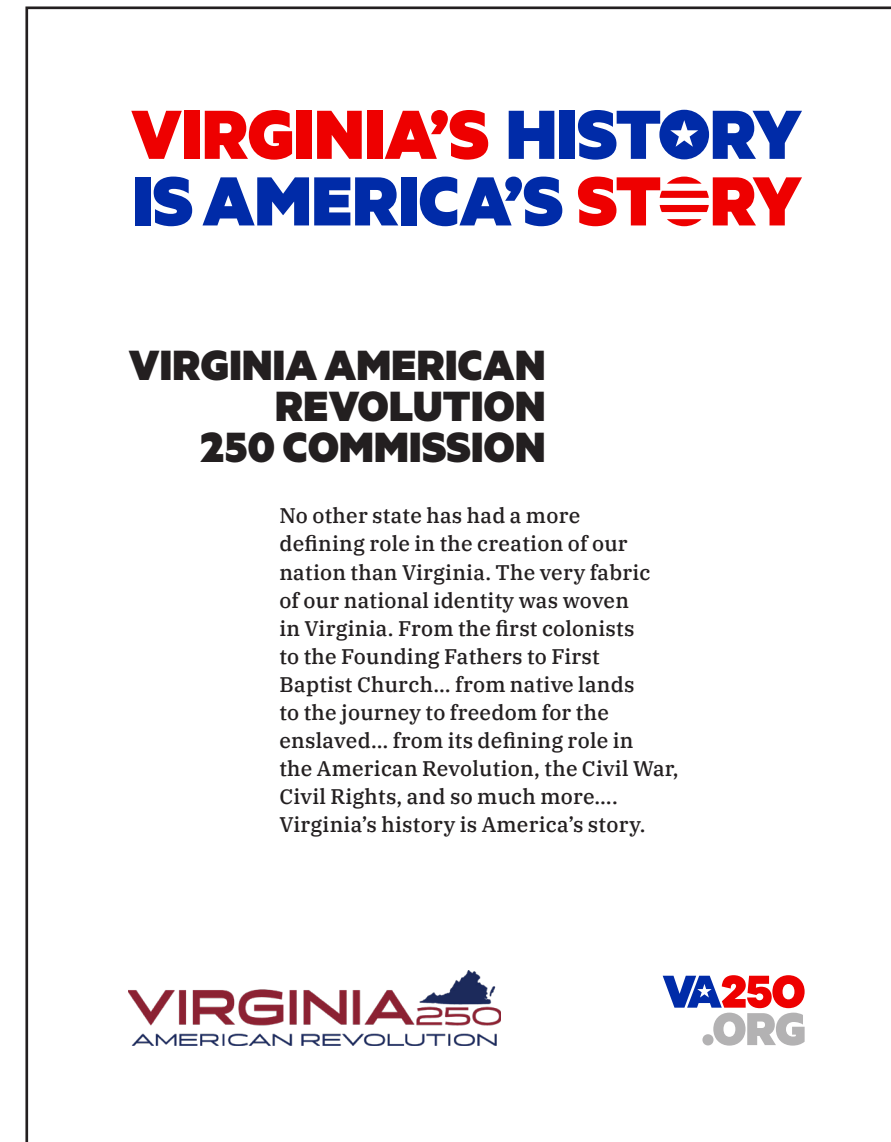
VA**250**
.ORG

ADDITIONAL—IN USE EXAMPLES

More examples on how the VA250 brand and toolkit can adapt and grow.



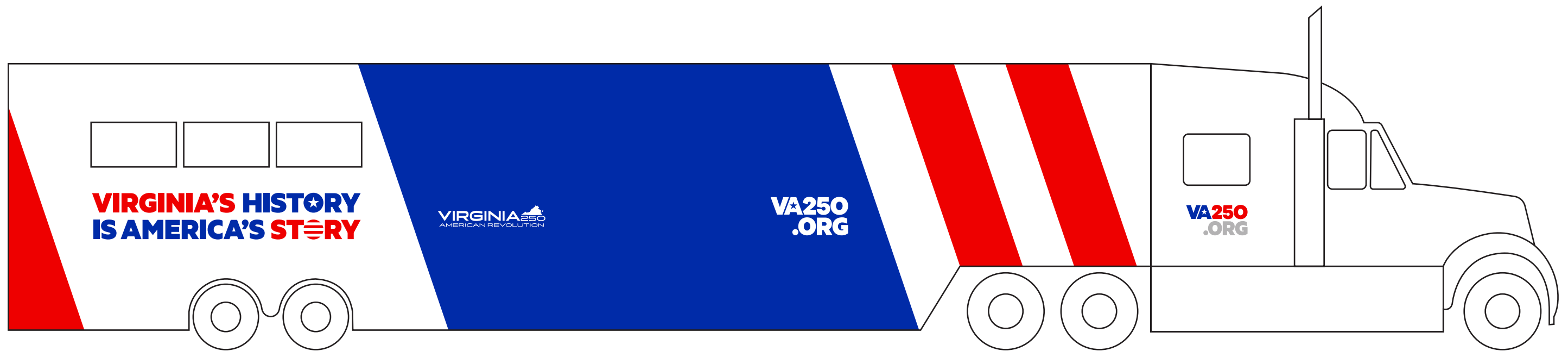
Instagram Ad



Press Kit

ADDITIONAL—IN USE EXAMPLES

More examples on how the VA250 brand and toolkit can adapt and grow.



Trailer Truck Wrap

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**THANK
YOU!**

VA 250