BRAND STANDARDS

STYLE GUIDE

VIRGINIA
BEACH
LIVE THE LIFE

THANK YOU

This guide was produced for our trusted partners, to instill the responsibility of keeping our brand up to these standards. We appreciate you taking the time to review this document and moving forward with these best practices in mind.

Sincerely,

VIRGINIA BEACH CVB

TABLE OF CONTENTS

LOGO USAGE

PRIMARY LOGO

The primary logo is used for all collateral, advertising and correspondence. The primary logo lockup format contains the Virginia Beach Wave icon, the name 'Virginia Beach' and the brand position 'Live the Life.' Because of the greater legibility, the stacked format of the primary logo should be the first to consider using as long as clear space and sizing is not an issue. If needed, the horizontal format of the primary logo can be used, but only after considering the stacked format.

VIRGINIA BEACH
LIVE THE LIFE

Stacked Version

LOGO USAGE

VIRGINIA BEACH
LIVE THE LIFE

Horizontal Version

LOGO REVERSED

The Virginia Beach logo also comes in all white in both formats. This includes the Wave icon which is only ever in full-color with the full-color version of the logo. This logo treatment is the preferred logo to use when placing over images, otherwise, be sure there is enough contrast to use the full-color version.

Stacked Version

Horizontal Version

APPROPRIATE SPACING

The clear space surrounding the logotype is equal to the height of the Wave Icon in the Virginia Beach logotype. Allow at least this much clear space surrounding all formats of the logo to maximize brand integrity.

LOGO USAGE

MINIMUM SIZES

It is recommended that the Virginia Beach logos not be reduced further than the approximate sizes indicated below so that readability is not compromised, thus diminishing the effectiveness of the mark and, in turn, the brand itself.

* Best judgment should be used by the brand ambassador when composing digital ads, as they can commonly have very small size restrictions.

VIRGINIA
BEACH
LIVE THE LIFE

.5" H

1" W

VIRGINIA BEACH
LIVE THE LIFE

.5" H

2.5" W

WAVE ICON

The Virginia Beach Wave icon may be used as a standalone brand mark. It is recommended that the icon only be used as support for an already established Brand Position version. It can also be used as a graphical treatment in instances where the brand is already present.

* The clear space indicated around the icon is meant to be followed when it is on its own and not when it is part of any of the full versions of the logo.

X   X

X   X

X   X

X   X
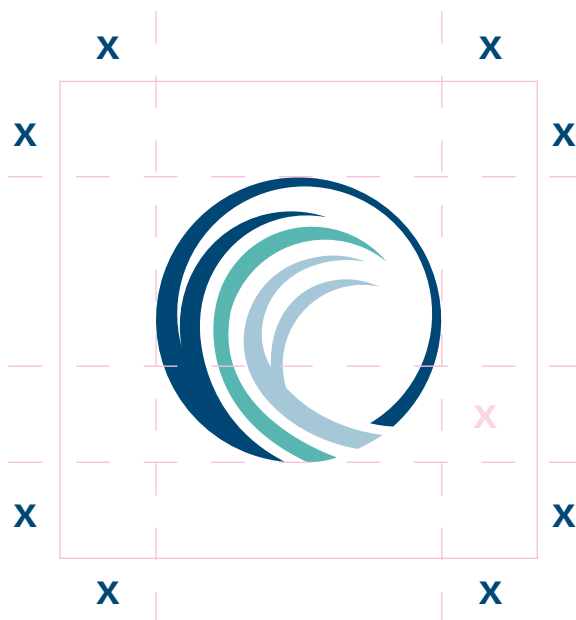
Clear Space: **X** = 1/3 of icon height

Minimum Icon Height = .3"

LOGO USAGE

INCORRECT LOGO USAGE

It is recommended that the brand ambassador avoid these scenarios, or any scenarios not mentioned here that can be seen as tampering with the Virginia Beach logo's visual effectiveness, thus diminishing the brand's voice and message. These recommendations apply to all formats and variants of the logo and the logo icon as well.

LOGO USAGE
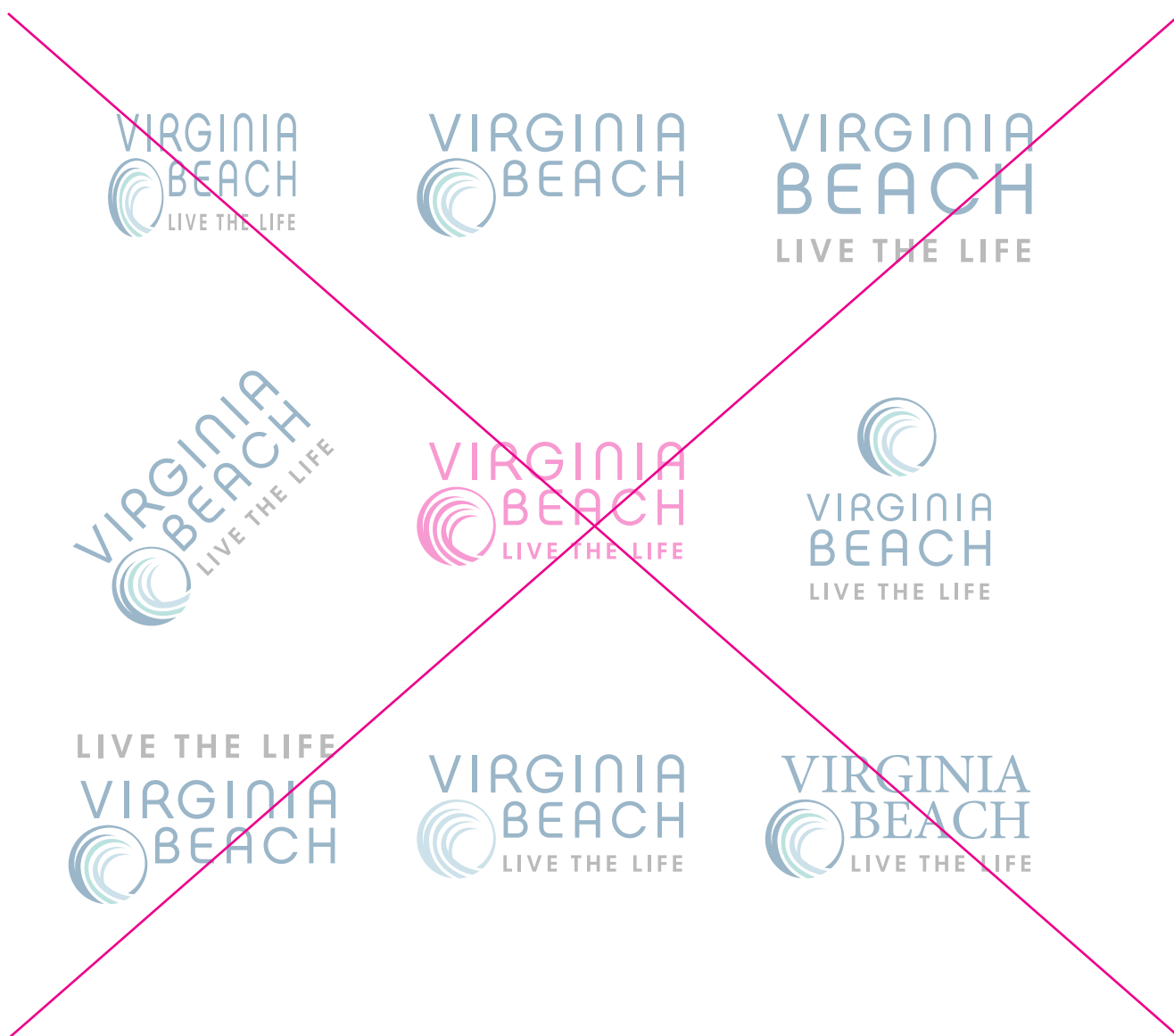
CONVENTION CENTER LOGO

The Virginia Beach Convention Center logos are composed of a slash graphic, the words "Virginia Beach Convention Center" set in Avenir and the "Live The Life" brand underneath. These versions are used for all collateral, advertising, new signage and correspondence pertaining to the Virginia Beach Convention Center. The primary logo is to be used for all instances down to 1.57" wide. For anything smaller please use the secondary logo. All relevant guidelines, recommendations and color variations pertain to these logos as well.

**VIRGINIA BEACH
CONVENTION CENTER**
L I V E   T H E   L I F E

Primary Logo

**VIRGINIA
BEACH
CONVENTION
CENTER**

Secondary Logo

LOGO USAGE

SPORTS CENTER LOGO

For continuity "Virginia Beach Sports Center" leverages existing brand elements to create its identity. We only use the logo in its horizontal orientation. This version is used for all collateral, advertising, new signage and correspondence pertaining to the Sports Center. The primary logo should never be smaller than 1.57" wide. All relevant guidelines, recommendations and color variations pertain to this logo as well.

Primary Logo

LOGO USAGE

BRAND
COLORS

BRAND COLOR BREAKDOWN

These colors make up the Virginia Beach brand logos and should be used to support the brand. It is recommended that brand ambassadors use their best judgment in executing these colors as not to diminish the brand positioning by improperly or overusing the colors on a single use.

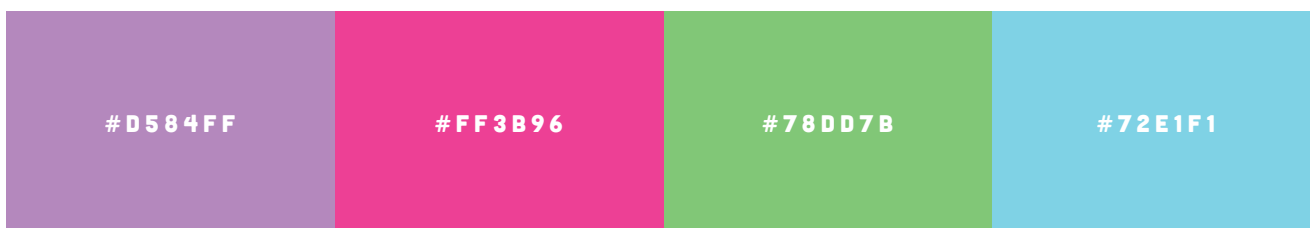|	PANTONE COATED	PANTONE UNCOATED	CMYK COATED	CMYK UNCOATED	DIGITAL RGB
	PMS 7693C	PMS 2187U	C 100 M 41 Y 0 K 50	C 100 M 38 Y 0 K 41	R 0 G 72 B 119 #004877
	PMS 7459C	PMS 7459U	C 49 M 16 Y 14 K 0	C 49 M 16 Y 14 K 0	R 129 G 180 B 202 #6CA3C8
	PMS 7472C	PMS 7472U	C 63 M 7 Y 34 K 0	C 63 M 7 Y 34 K 0	R 90 G 183 B 178 #5AB7B2
	PROCESS BLACK C 82%	PROCESS BLACK U 82%	C 0 M 0 Y 0 K 82	C 0 M 0 Y 0 K 82	R 84 G 84 B 86 #545456
	PROCESS BLACK C	PROCESS BLACK U	C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 100	R 35 G 31 B 32 #000000

BRAND COLORS

SECODARY SEASONAL AND DIGITAL COLOR BREAKDOWN

To help support the primary colors of the brand and to keep up with the seasons, the following colors were collected to be used for the website and digital campaigns. These palettes also act as secondary colors to the brand and can be used to accompany any creative.

WINTER

#E6D473	#7BC641	#2CCFF6	#004879

SPRING

#D584FF	#FF3B96	#78DD7B	#72E1F1

SUMMER

#FF254F	#FFB700	#7DBBFF	#583BF9

FALL

#FD5E6E	#FFA000	#F8D043	#44C8C5

BRAND COLORS
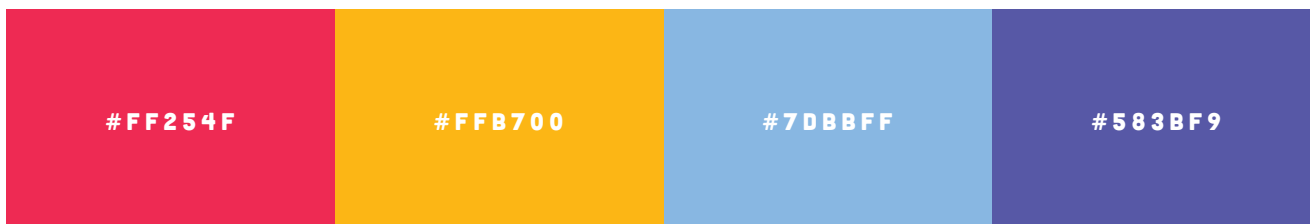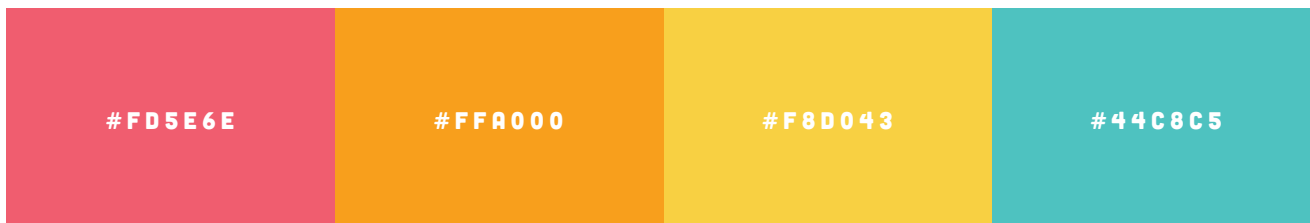
GRADIENT USAGE

Using colors from the approved brand and seasonal color palettes, gradients may be created and used to fill void spaces instead of flat colors. Colors must be complimentary of each other and preferably within the same season if you are selecting colors from a particular season. Gradients should also be angled to -40°, if using Adobe software to generate. Below are examples of approved gradient treatments.

#E6D473 #7BC641

#D584FF #FF3B96

#FF254F #FFB700

#F8D043 #44C8C5

BRAND COLORS

TYPEFACES

PRINT FONT FAMILIES

In order to support the Virginia Beach brand and its logos, it is recommended that the fonts Cubano and Avenir be used in all collateral, advertising and correspondence when those font families can be used.

CUBANO

This typeface is the first impression that consumers come across when the interact with our brand. This typeface is used for headlines and callouts in our advertisements.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+

AVENIR BOOK

For all of our correspondence and supporting body copy text for our ads, Avenir Book is used to convey messaging to give consumers valuable information and any additional details. ***If contrast is an issue, especially for repoduction purposes, Avenir Medium is approved to use to ensure quality and legibility.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

AVENIR BOOK OBLIQUE

To convey any emphasis within our copy points, Avenir Book Oblique is utilized. We do urge not to over use this typeface, to help keep things visually less distracting.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

TYPEFACES

AVENIR BLACK

For anything that needs extra attention, or if a headline device needs to be created within the body of the text, Avenir Black will be used to create that emphasis.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

AVENIR BLACK OBLIQUE

Using the oblique version of Avenir Black allows more versatility to provide additional awareness to text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()_+*

TYPEFACES

DIGITAL FONT FAMILIES

In order to support the Virginia Beach brand and its logos, it is recommended that the fonts Cubano and Avenir be used in all collateral, advertising and correspondence when those font families can be used.

CUBANO

This typeface is the first impression that consumers come across when the interact with our brand. This typeface is used for headlines and callouts for our websites.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+

SOFIA PRO LIGHT

When developing a website, all paragraph styles, <p>, will be produced using Sofia Pro Light as the typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

SOFIA PRO SOFT

For websites, and 'list-titles', call to actions, or buttons will use Sofia Pro Soft.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

ROBOTO LIGHT

This is only to be used for HTML5 display units when not creating static banners. The text will be used on for the headline and any additional copy points — not the click through buttons.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

NUNITO BOLD

For any HTML5 built display units, Nunito Bold will act at the font for buttons.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

CREATIVE CAVEAT

All of the following executions are produced using an assortment of FPO images and greek text. This is done to help not distract our vendors and allow them to see everything on the surface as far as approach goes when it comes to developing new creative. These are also guidelines to help create continuity within the brand. There are several facets of the CVB and part of the goal of this document is to bring the brand and its partners together in a holistic manner, making sure everyone is on the same page. When the time comes for our partners to develop new creative, we hope that the following instructions are considered and practiced.

PRINTS ADS

PRINT AD INTRODUCTION

The purpose of our ads is to portray our brand to our consumers, sharing with them a bit about our culture, amazing experiences and why they should spend their next vacation in Virginia Beach. We've always relied on our print ads to visually tell a part of this story, through amazing photography and concepts, paired with thoughtful language. These executions are meaningful and a great opportunity to catch a potential traveler's eye. The next few pages will describe the process of how to curate these ads properly through various approaches. A lot of what will drive these ads will go along with the concept that our partners develop. But to accompany those concepts, some simple elements are standard with these print ads.

PRINT ADS

BASIC FULL-PAGE LAYOUT

Visuals are key with our print ads and we always attempt to take advantage of doing full-bleed imagery with our insertions. We encourage to always show people experiencing uniquely Virginia Beach adventures, while being thoughtful for headline text placement.

The logo is always paired with our url at the bottom right of the ad.

Body copy is allowed but not always necessary. If it is included it should be only a few lines so we don't disrupt the imagery. It will fall in the space left of the logo, with the baseline of the bottom line of text, lining up with the baseline of 'Live the Life' in our logo.

LOREM IPSUM DOLOR SIT AMET

Cubano
Left Justified

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce consectetur tellus tortor, in aliquam nulla ultricies sit amet. Suspendisse dapibus eros at felis auctor, vel tempus justo sodales. Fusce lobortis orci ut ex lacinia, vel condimentum lectus vulputate.

VIRGINIA BEACH
LIVE THE LIFE

VisitVirginiaBeach.com

Stacked Logo

URL - Avenir Black

Avenir Book (Body Copy Optonal)

PRINT ADS

BASIC HALF-PAGE LAYOUT VERTICAL

Even in smaller ad spaces we implore that our vendors take advantage of doing full-bleed imagery with our insertions. We encourage to always show people experiencing uniquely Virginia Beach adventures, while being thoughtful for headline text placement.

The logo is always paired with our url at the bottom right of the ad.

Due to size and space, body copy is not requested for our half-page insertions.

LOREM IPSUM DOLOR SIT AMET

Cubano
Left Justified

VIRGINIA BEACH
LIVE THE LIFE

VisitVirginiaBeach.com

Stacked Logo

URL - Avenir Black

BASIC HALF-PAGE LAYOUT HORIZONTAL

Even in smaller ad spaces we implore that our vendors take advantage of doing full-bleed imagery with our insertions. We encourage to always show people experiencing uniquely Virginia Beach adventures, while being thoughtful for headline text placement.

The logo is always paired with our url at the bottom right of the ad.

This space could accommodate additional text but due to space, we'd rather let the high-level creative do most of the heavy lifting.

PRINT ADS

LOREM IPSUM DOLOR SIT AMET

Cubano
Center Justified

VIRGINIA BEACH
LIVE THE LIFE
VisitVirginiaBeach.com

Stacked Logo

URL - Avenir Black

DISPLAY UNITS

DISPLAY UNITS INTRODUCTION

The following pages will describe how to tackle handling our display units and some of the nuances that come along with them. Here, you'll see that while we strive for continuity across our digital platforms, some accommodation had to be made. Mainly, keep an eye out for how typefaces are used and why we have chosen to use certain fonts rather than others. Other than that, we do ask that you be as respectful to these rules as possible while considering future creative.
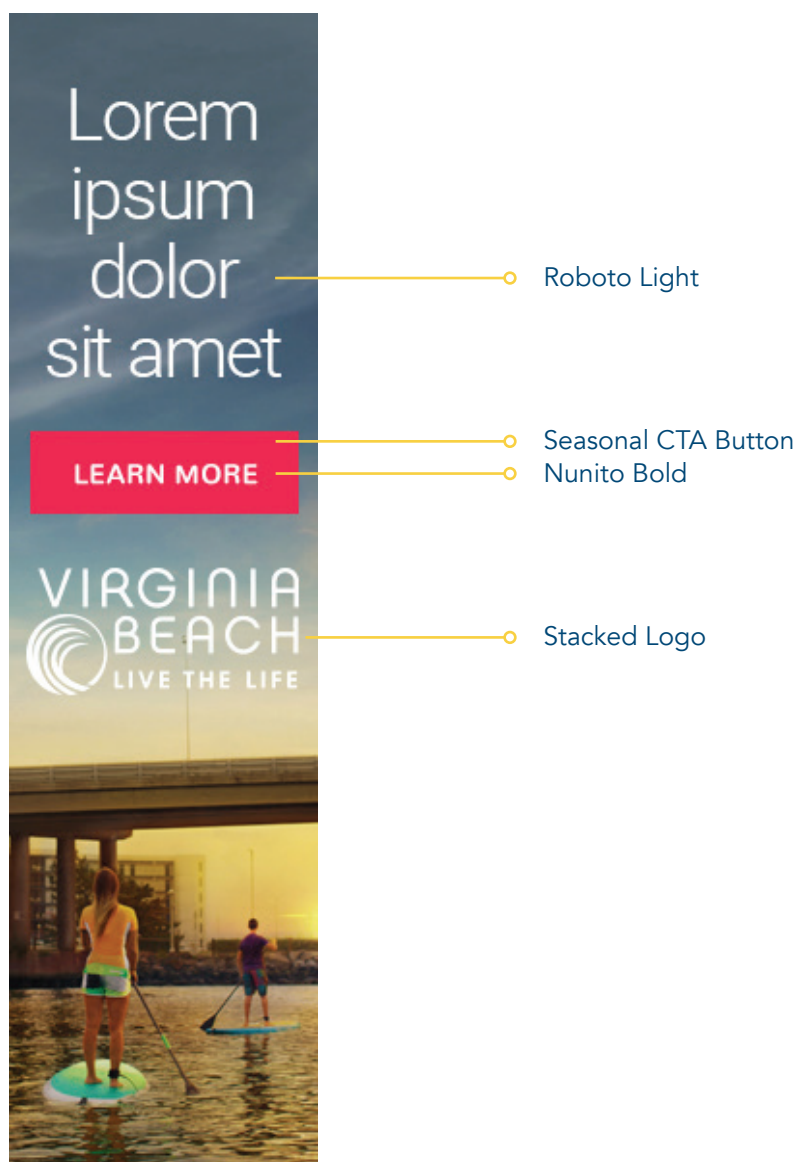

DISPLAY UNITS

160X600 HTML5 DISPLAY UNIT

The typefaces used to create VisitVirginiaBeach.com cannot be used when developing HTML5 banner units. To help create some sort of consistency between the elements, we chose typefaces the played well with other parts of the brand, pulling from the logo and characteristics from the website.

Along with that, take note that the color of the button is pulled from that particular season's color palette. These colors can be used to create devices to call attention to important information.

The order of the banner should always read, Headline, Button followed by the logo.

Roboto Light

Seasonal CTA Button
Nunito Bold
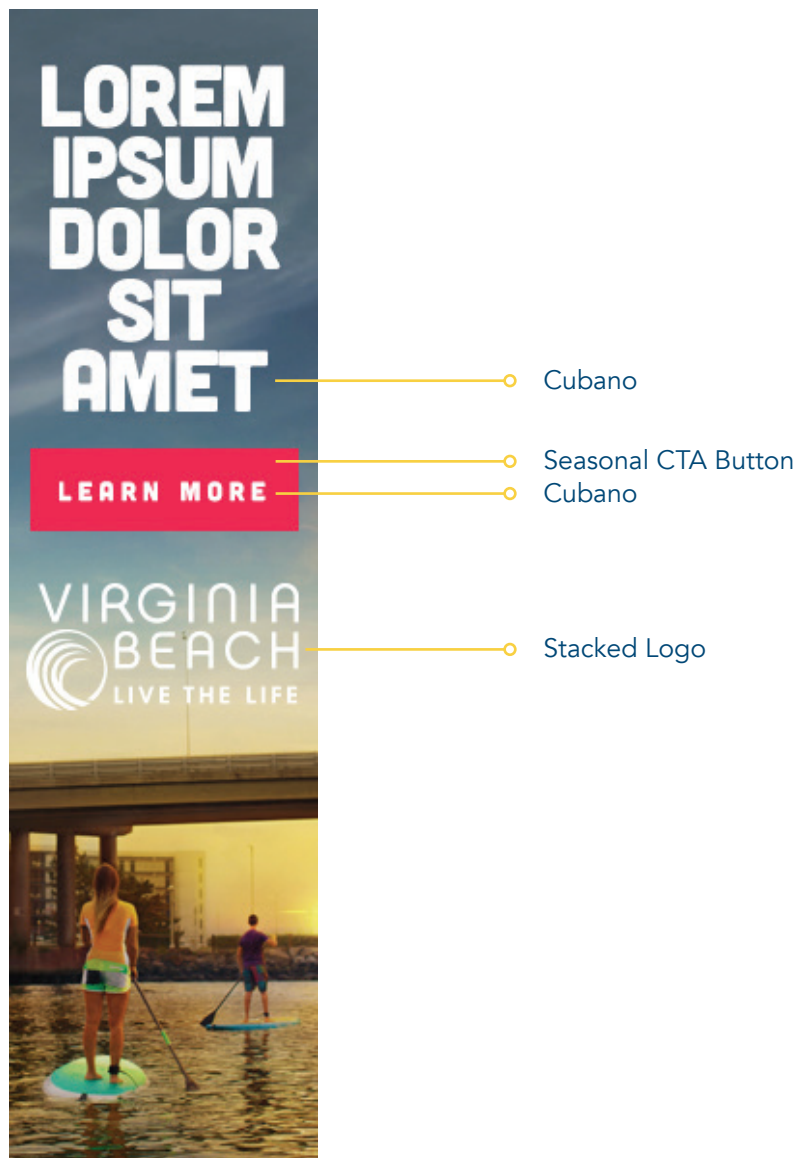
Stacked Logo

DISPLAY UNITS

160X600 STATIC DISPLAY UNIT

Since we are just creating a jpg for the static version of the display unit, the standard brand approved typeface, Cubano, should be used.

Along with that, take note that the color of the button is pulled from that particular season's color palette. These colors can be used to create devices to call attention to important information.

The order of the banner should always read, Headline, Button followed by the logo.

DISPLAY UNITS

Cubano

Seasonal CTA Button
Cubano

Stacked Logo

160X600 ALTERNATE DISPLAY UNIT

Whether we are developing an HTML5 unit or a static banner, sometimes the image doesn't lend itself to accommodate all of the content that we need to include into the ad. In this instance, it is approved to create a callout box using colors from the Secondary Seasonal color palettes. This color should match that of the CTA button and will only house the logo.

Cubano

Seasonal CTA Button
Cubano

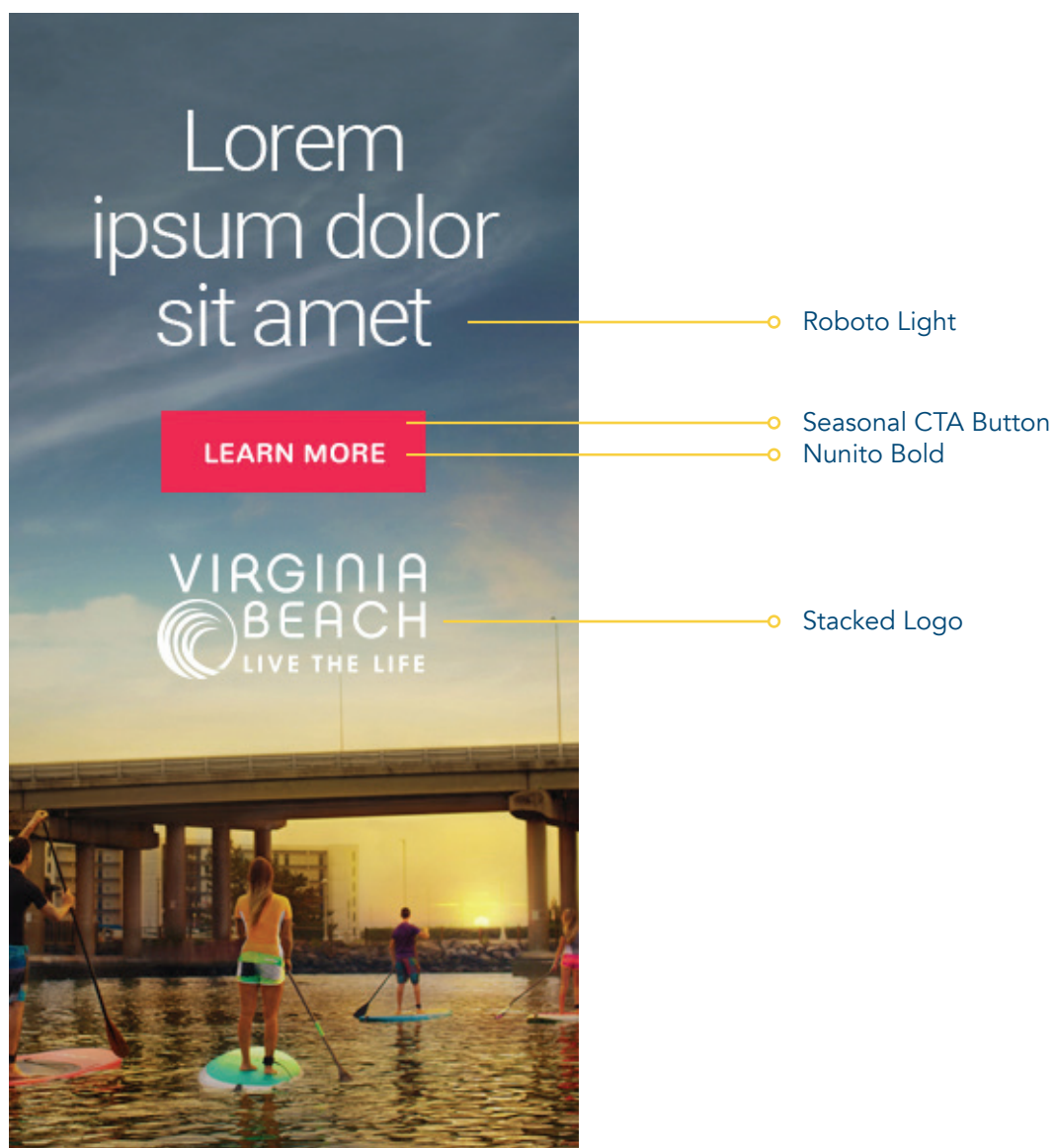Seasonal Callout Box

Stacked Logo

DISPLAY UNITS

300X600 HTML5 DISPLAY UNIT

The typefaces used to create VisitVirginiaBeach.com cannot be used when developing HTML5 banner units. To help create some sort of consistency between the elements, we chose typefaces the played well with other parts of the brand, pulling from the logo and characteristics from the website.

Along with that, take note that the color of the button is pulled from that particular season's color palette. These colors can be used to create devices to call attention to important information.

The order of the banner should always read, Headline, Button followed by the logo.

Roboto Light

Seasonal CTA Button
Nunito Bold

Stacked Logo

DISPLAY UNITS

300X600 STATIC DISPLAY UNIT

Since we are just creating a jpg for the static version of the display unit, the standard brand approved typeface, Cubano, should be used.

Along with that, take note that the color of the button is pulled from that particular season's color palette. These colors can be used to create devices to call attention to important information.

The order of the banner should always read, Headline, Button followed by the logo.

LOREM IPSUM DOLOR SIT AMET — Cubano

LEARN MORE — Seasonal CTA Button
Cubano

VIRGINIA BEACH LIVE THE LIFE — Stacked Logo

DISPLAY UNITS

300X600 ALTERNATE DISPLAY UNIT

Whether we are developing an HTML5 unit or a static banner, sometimes the image doesn't lend itself to accommodate all of the content that we need to include into the ad. In this instance, it is approved to create a callout box using colors from the Secondary Seasonal color palettes. This color should match that of the CTA button and will only house the logo.

Due to spacing, it is recommended in this instance to use the horizontal version of the logo.

Cubano

Seasonal CTA Button
Cubano

Seasonal Callout Box

Horizontal Logo

300X250 HTML5 DISPLAY UNIT

The typefaces used to create VisitVirginiaBeach.com cannot be used when developing HTML5 banner units. To help create some sort of consistency between the elements, we chose typefaces the played well with other parts of the brand, pulling from the logo and characteristics from the website.

Along with that, take note that the color of the button is pulled from that particular season's color palette. These colors can be used to create devices to call attention to important information.

The order of the banner should always read, Headline, Button followed by the logo.

Due to spacing, it is recommended in this instance to use the horizontal version of the logo.

Roboto Light

Seasonal CTA Button
Nunito Bold

Horizontal Logo
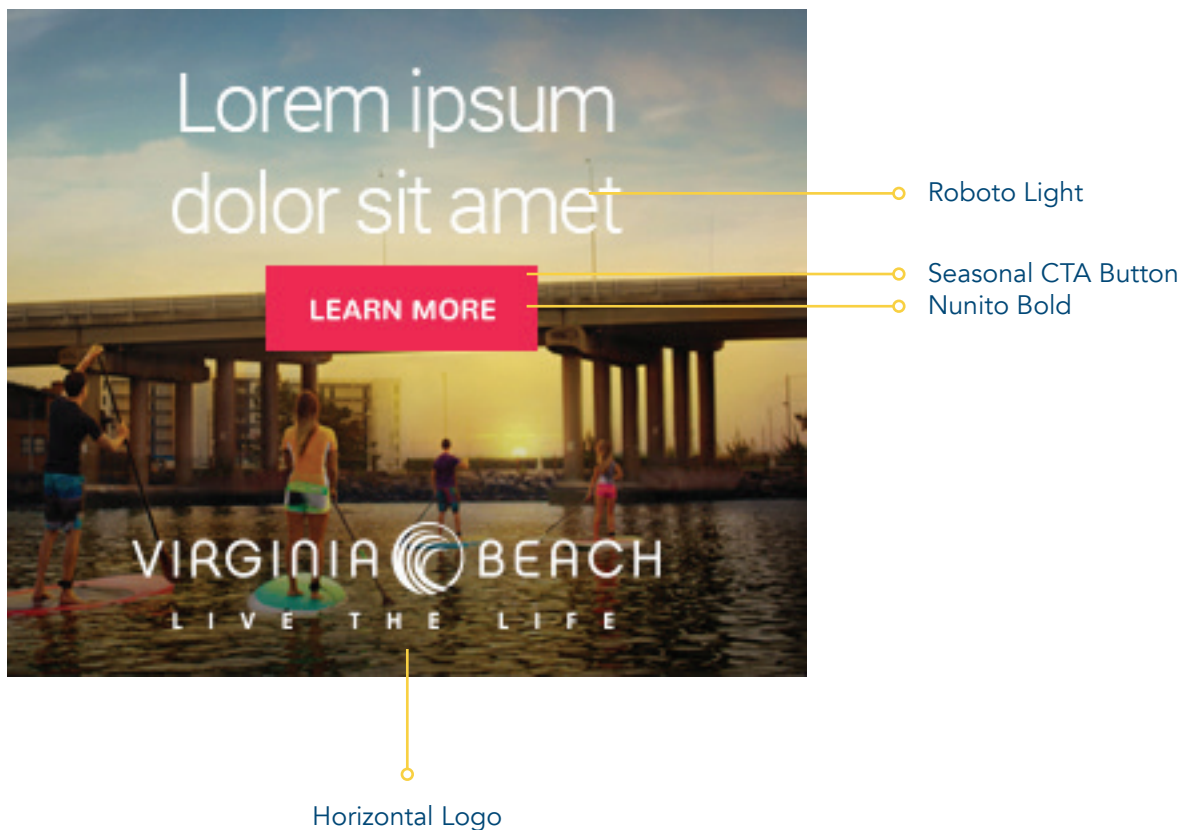
300X250 STATIC DISPLAY UNIT

Since we are just creating a jpg for the static version of the display unit, the standard brand approved typeface, Cubano, should be used.

Along with that, take note that the color of the button is pulled from that particular season's color palette. These colors can be used to create devices to call attention to important information.

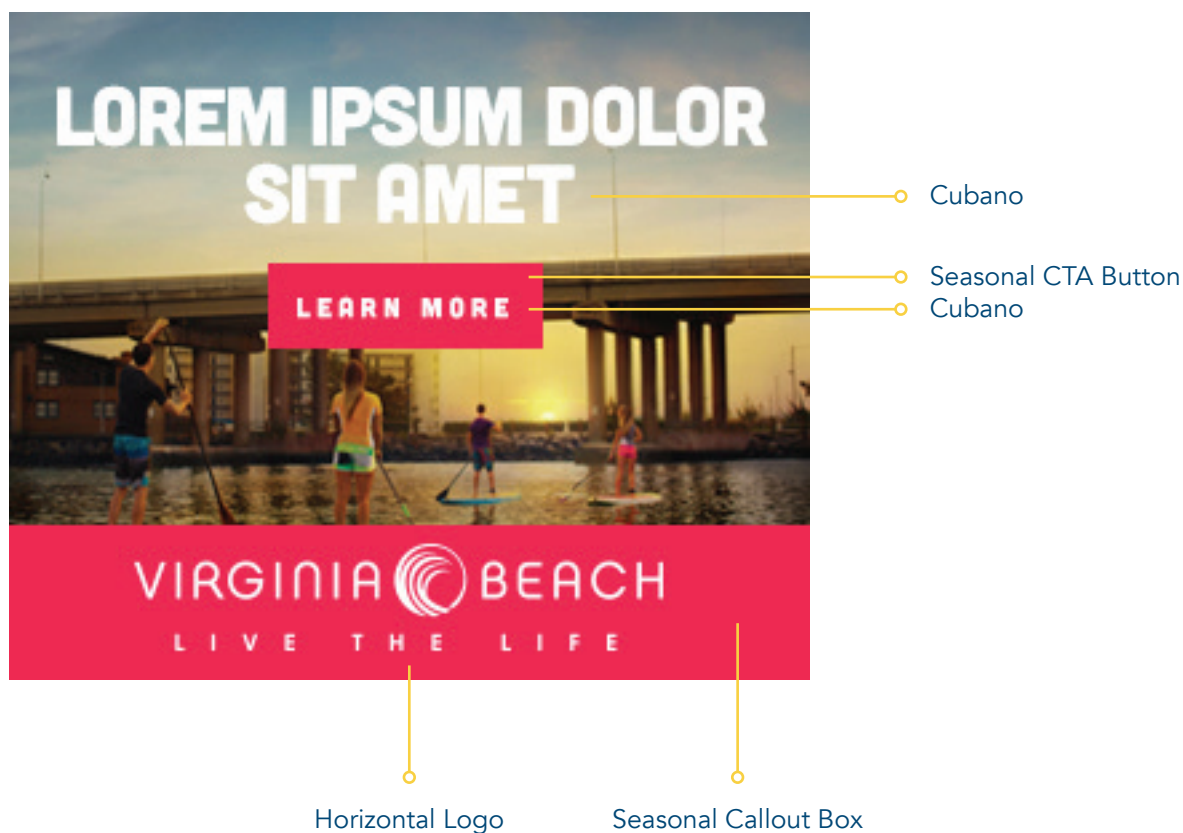The order of the banner should always read, Headline, Button followed by the logo.

Due to spacing, it is recommended in this instance to use the horizontal version of the logo.

DISPLAY UNITS

Cubano

Seasonal CTA Button
Cubano

Horizontal Logo
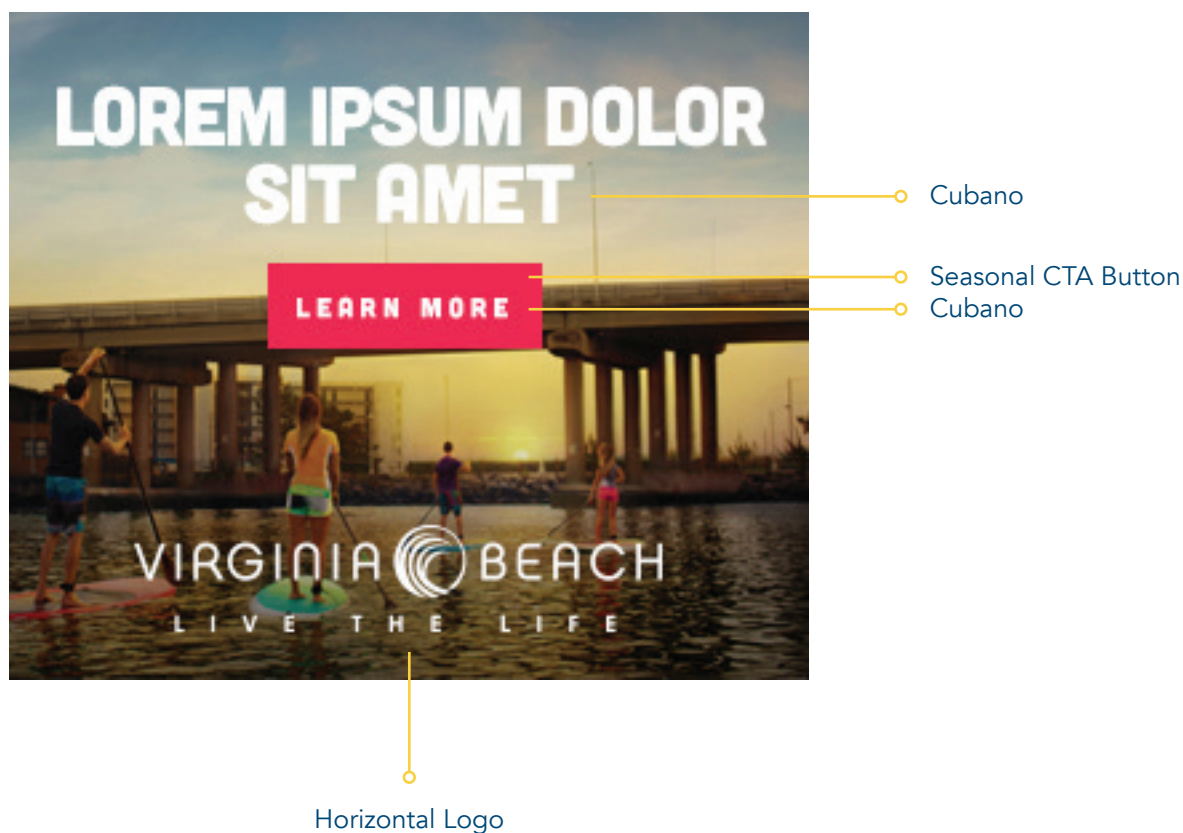
300X250 ALTERNATE DISPLAY UNIT

Whether we are developing an HTML5 unit or a static banner, sometimes the image doesn't lend itself to accommodate all of the content that we need to include into the ad. In this instance, it is approved to create a callout box using colors from the Secondary Seasonal color palettes. This color should match that of the CTA button and will only house the logo.

Due to spacing, it is recommended in this instance to use the horizontal version of the logo.

Cubano

Seasonal CTA Button

Cubano

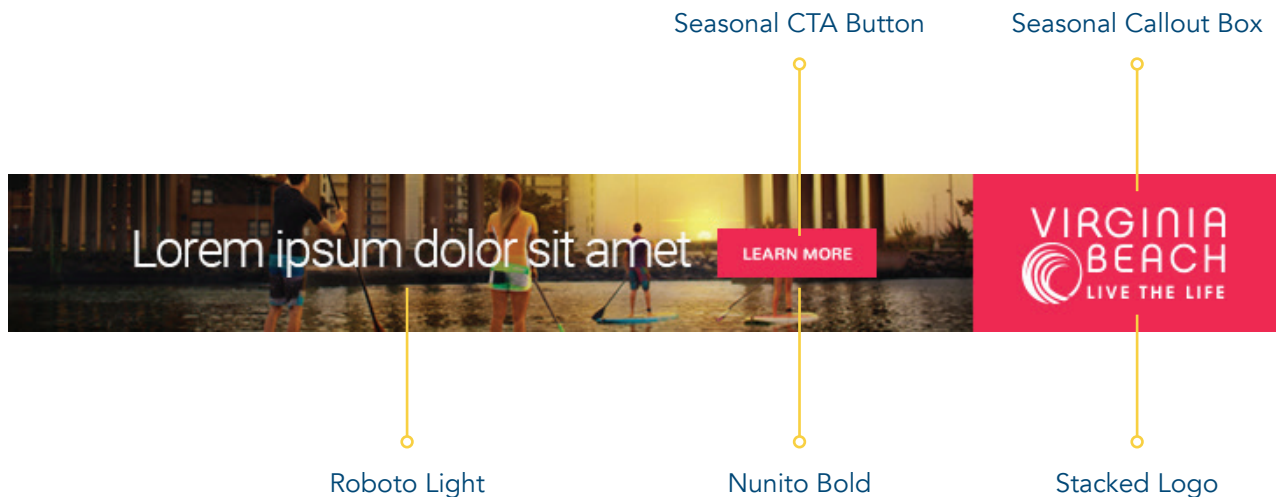Horizontal Logo

Seasonal Callout Box

DISPLAY UNITS

728X90 HTML5 DISPLAY UNIT

The typefaces used to create VisitVirginiaBeach.com cannot be used when developing HTML5 banner units. To help create some sort of consistency between the elements, we chose typefaces the played well with other parts of the brand, pulling from the logo and characteristics from the website.

Along with that, take note that the color of the button is pulled from that particular season's color palette. These colors can be used to create devices to call attention to important information. Also, sometimes the image doesn't lend itself to accommodate all of the content that we need to include into the ad. In this instance, it is approved to create a callout box using colors from the Secondary Seasonal color palettes. This color should match that of the CTA button and will only house the logo.

The order of the banner should always read, Headline, Button followed by the logo.

Seasonal CTA Button

Seasonal Callout Box

DISPLAY UNITS

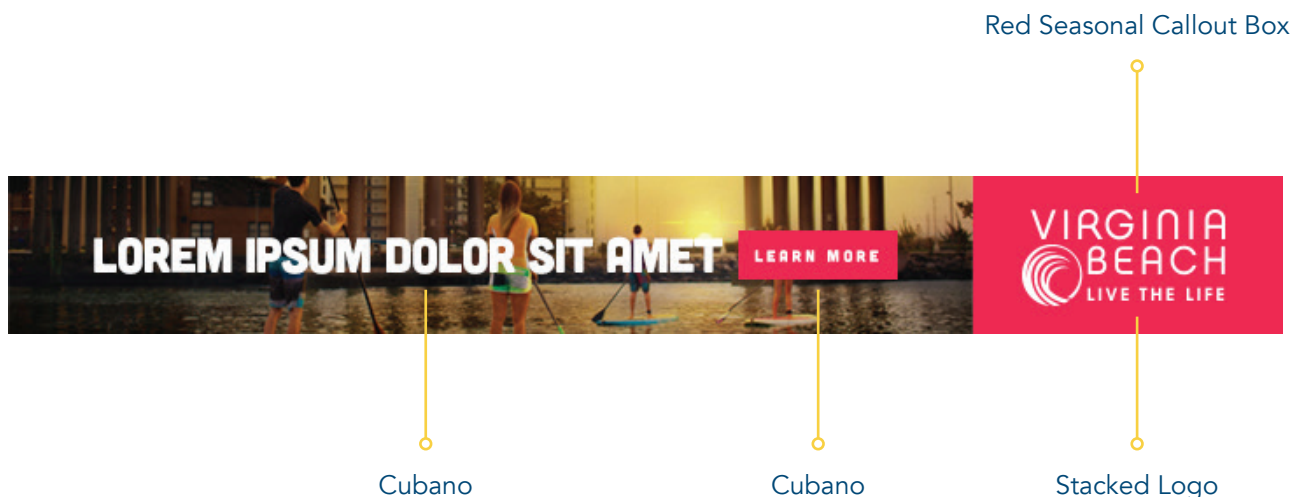Roboto Light

Nunito Bold

Stacked Logo

728X90 STATIC DISPLAY UNIT

Since we are just creating a jpg for the static version of the display unit, the standard brand approved typeface, Cubano, should be used.

Along with that, take note that the color of the button is pulled from that particular season's color palette. These colors can be used to create devices to call attention to important information. Also, sometimes the image doesn't lend itself to accommodate all of the content that we need to include into the ad. In this instance, it is approved to create a callout box using colors from the Secondary Seasonal color palettes. This color should match that of the CTA button and will only house the logo.

The order of the banner should always read, Headline, Button followed by the logo.

Red Seasonal Callout Box

DISPLAY UNITS

Cubano

Cubano

Stacked Logo

OUTDOOR

OUTDOOR BOARDS – WITH HEADLINE

When creating your headline, keep the thought short, concise and thoughtful enough for consumers to be engaged. There isn't much time to catch the consumers attention so we want to be sure the message is easily understood and that there is still enough time to identify our logo as well. The image should not be that busy and should be in context with the headline.

LOREM IPSUM DOLOR SIT AMET

VIRGINIA BEACH
LIVE THE LIFE

OUTDOOR

Stacked Logo   Cubano

OUTDOOR BOARDS – NO HEADLINE

A picture is worth a thousand words. So in that instance, we just include our logo in our billboards. No secret that billboards only offer a consumer 2-3 seconds to get your message across. So in this case, we won't over think anything and keep the approach simple. We recommend the stacked logo for legibility but if the horizontal is stronger in the approach, then it's acceptable.

OUTDOOR

Stacked Logo

ON-SCREEN

TITLE CARD & END CARD

There are various forms of video content that the CVB generates through its channels. When creating new edits, keep the following in mind when determining how to create and title card and an end card for your film. Please try to always have the content over footage rather and flooding the screen with color. We encourage our vendors to use these particular opportunities to highlight unique and/or impactful moment.

Cubano

Horizontal Logo

Title Card

Horizontal Logo

End Card

ON-SCREEN

NAME PLATES

Being able to highlight locals and those who support the City of Virginia Beach is a key component to our brand, especially in video form. When we do so, please follow the type styles below. These should always be locked to the bottom portion of the frame and can float to either the left side or the right depending on the content on screen at that time.

JOHN DOE — Cubano
Business Title Line 1 — Avenir Black
Optional Business Title Line 2 — Avenir Black

ON-SCREEN

Cubano — ## JOHN DOE
Avenir Black — ### Business Title Line 1
Avenir Black — ### Optional Business Title Line 2

THANK YOU