



Logo Usage Policy

The “Virginia is for Lovers” logo and word mark are registered trademarks of the Virginia Tourism Authority d/b/a the Virginia Tourism Corporation (VTC). The logo and word marks have been in use since their inception in 1969. The logo and word marks have gone through several visual transformations, and in recent years VTC has developed a number of sub-brand logos.

In general, the use of the logo, word mark and sub-brand logos should be limited to tourism-related organizations and they should be used for promotional and marketing purposes related to Virginia's tourism industry. VTC strives to maintain the integrity of the logo, word mark, and sub-brand logos and therefore restricts their use. However, VTC reserves the right to approve any alternative uses or variations of the logo, word mark, and sub-brand logos. Any request to use the logo, word mark, a sub-brand logo, or a variation of such should be submitted to VTC using the form found here: <https://www.vatc.org/marketing/advertising/vifl-logo-request/>. Please allow up to 10 business days for review of the request.

VTC does not grant permission to produce merchandise with the “Virginia is for Lovers” logo, word mark, sub-brand logos, or any variation of such. VTC has a contract with Target Marketing to produce all merchandise carrying the Virginia is for Lovers marks. For more information regarding purchasing or creating merchandise please go to: <https://www.vatc.org/about/merchandise/>.