



Logo Usage Policy

The “Virginia is for Lovers” slogan is a registered trademark of the Virginia Tourism Authority (d/b/a the Virginia Tourism Corporation (VTC). The slogan has been in use since its inception in 1969. The logo and word mark have gone through several visual transformations, but have always remained the official tourism slogan.

In 2008, the “Virginia is for Lovers” slogan took on a new look. The logo and word mark were recreated with a new image and with this image came new standards. The standards are the guidelines that govern how the logo and word mark can and cannot be used. To maintain the integrity of the logo and the word mark and its primary purpose of representing Virginia tourism and Virginia tourism industries with the utmost regard, the following policy shall be observed. Any [request for the logo](#) should be submitted in writing to the VTC and must conform to the published usage standards of the VTC. Consent for use will be made in writing by the VTC. Please allow 5 - 10 business days for review and receipt of logo.

We cannot grant permission for you to produce merchandise with the Virginia is for Lovers logo or any variation of the slogan. Virginia Tourism Corporation (as a state agency) has an exclusive contract with Target Marketing for all merchandise carrying the state slogan/logo. For more information on purchasing or creating merchandise go to: <http://www.thevastore.com/>

1. All use of the “Virginia is for Lovers” slogan, logo, and word mark to promote a non-tourism business or industry is prohibited, unless written consent is granted by the VTC.
2. Tourism-related organizations may request to use the slogan, logo or word mark for promotional, advertising and marketing purposes.
3. A tourism industry-related request may be approved by the VTC if no other design elements are added or typeface changes are made.
4. The “Virginia is for Lovers” slogan, logo, and word mark cannot be used on merchandise for sale or promotional purposes without the express written consent of the Virginia Tourism Corporation or its designee.

If a tourism-related organization requests the slogan for niche usage, the following options may be granted on a one-time basis with the express written consent of the VTC.

1. Permission may be granted if the logo “Virginia is for Lovers” is presented and the words “of something” follows (i.e. Virginia is for Lovers of water, of camping, of mountains etc.).
2. Permission may be granted if the words “Virginia is for _____” are used without the presence of the word “Lovers.” An example would be “Virginia is for Camping” or “Virginia is for Mountains.” However, if the word “Lovers” appears at the end of the descriptor, then the request is in violation of the logo usage. For example, “Virginia is for Mountain Lovers” is not acceptable.

Other uses of the logo, slogan, and word mark which do not fall within the described categories will be considered on a case-by-case basis and can only be used with the express written consent of the VTC.