

50 YEARS OF LOVE
TOOLKIT



Virginia is for lovers.™

EST. IN 1969

Virginia is For Lovers® was established in 1969, 50 years ago, and has become one of the most beloved and well-known slogans in the world. While it has meant a lot of different things to a lot of different people, one thing hasn't changed – **the LOVE.**

In 2019, we're celebrating 50 Years of Love with special experiences across the state. Participate by developing industry partner activations – local events, programs, special offerings – that will last 50 days.

Virginia Tourism Corporation will be leading an activation during the summer of 2019. We'll kick it off the first day of summer – Friday, June 21, 2019 – and end the promotion 50 days later – Saturday, August 10, 2019.

Your activation(s) can take place during the same time frame as the VTC-led program (June 21 to Aug 10) or you can select a start and end date of your own. We just ask that no matter when in 2019 you launch your campaign, that is lasts for 50 consecutive days.

Ideally each locality will engage as many local businesses as possible for a truly robust 50 Years of Love experience. VTC will help promote what you are doing to bring even more eyes to all of amazing things that will take place in 2019 only in Virginia.

Let's get started!

**PARTNER
ACTIVATIONS**



PARTNER ACTIVATIONS

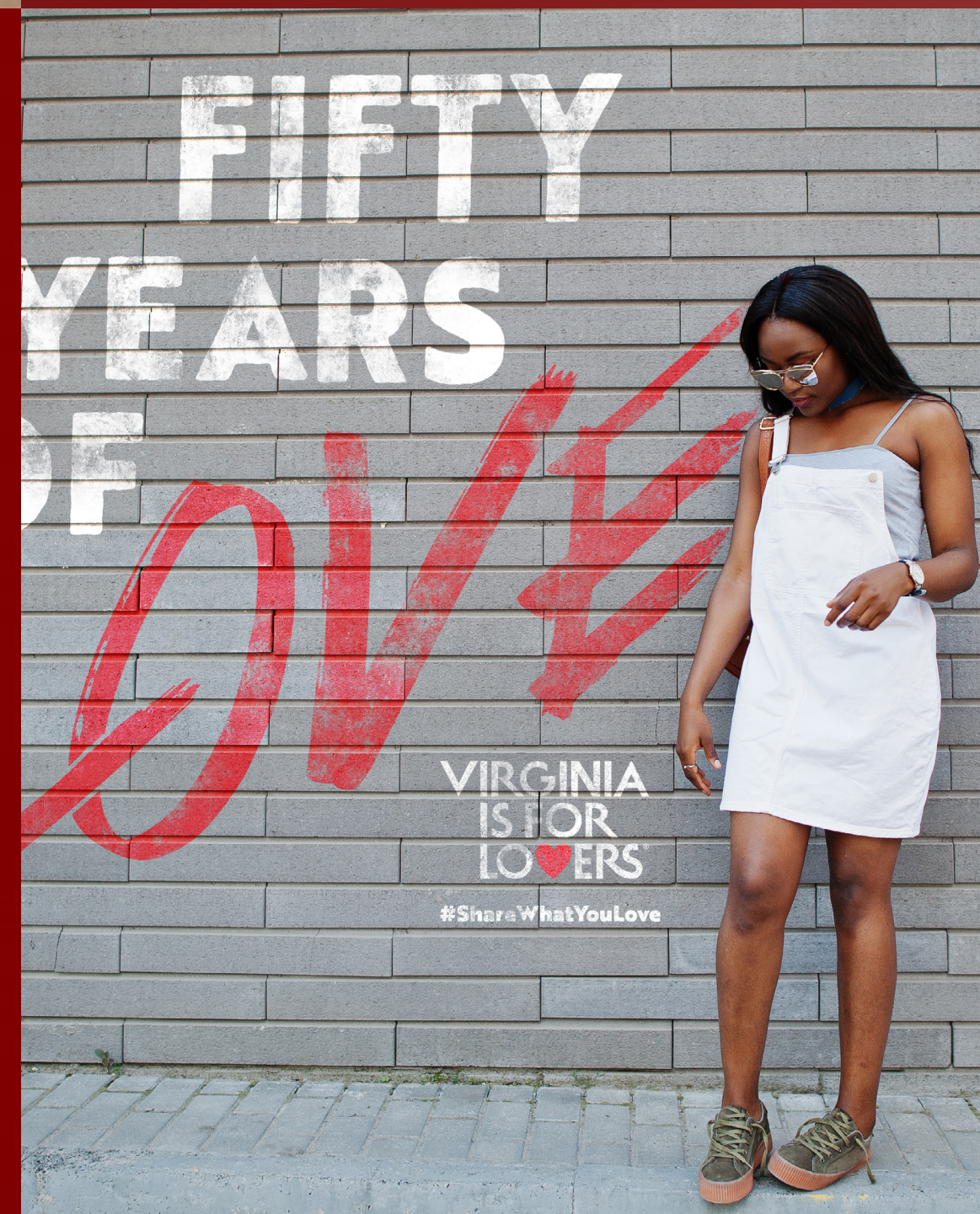
We have developed seven activations that are seamless and turnkey that you can use as-is. You can also create your own.

As a reminder, your 50 Years of Love (50 YOL) campaign can take place during the VTC-led activation (June 21 to August 10, 2019) or you select the start and end date of your choice. We just ask that it falls in the 2019 calendar year and that your activation lasts 50 consecutive days.

For a truly robust 50 Years of Love campaign, engage as many local businesses as possible – Lovers Lager available at all local breweries, Love Blend available at all wineries, LOVEworks and wristbands at your large festivals, and more. Let's make 2019 a memorable year!

If your activation will include branded merchandise, please work directly with **Meredith Green** at Target Marketing.

Visit VATC.org/50yearsoflove to see what we've developed.



DESIGN
GUIDELINES



DESIGN GUIDELINES

Reference The Style Guide.

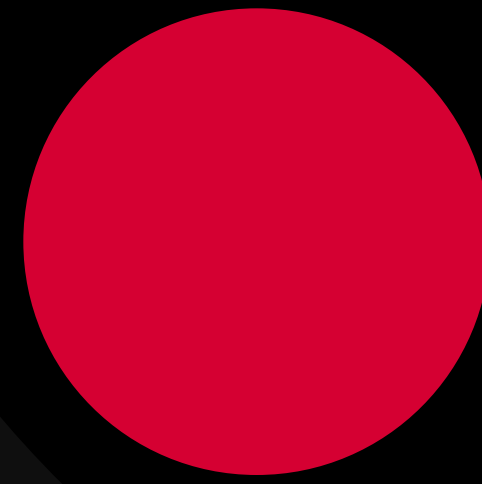
When generating 50 Years of Love branded content, always be sure to reference the **Virginia is for Lovers Style Guide** for expanded design guidelines and more technical information including tonality, alternate typefaces, etc.

Using The Templates.

The templates in this tool kit were all created using Adobe Creative Cloud 2019. Although they are designed to be easy to use, some experience using creative software will likely be required to work with the templates. We advise that you work with a graphic designer to create the highest quality work possible.

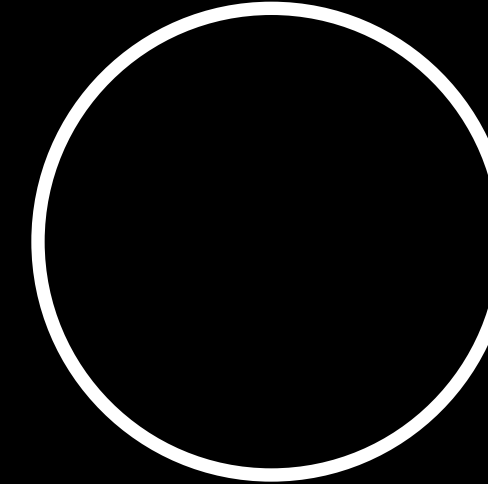


DESIGN GUIDELINES



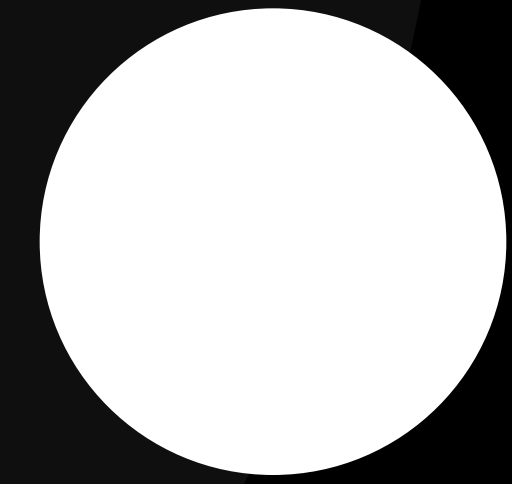
RED

HEX #D50032
CMYK 0/100/100/0
RGB 213/0/50
PMS 199 C



BLACK

HEX #000
CMYK 0/0/0/100
RGB 0/0/0
PMS Black 6 C



WHITE

HEX #FFF
CMYK 0/0/0/0
RGB 255/255/255
PMS Paper

Standard Brand Colors.

All Virginia is for Lovers® branded content should only use red, black, and white to keep design language consistent throughout all of our brand channels. The exact builds of the colors are available here and in our [Brand Style Guide](#).

Standard Typefaces.

Brother 1816 is the official typeface of Virginia is for Lovers and is a licensed font that must be purchased for legal, commercial use. This font family is available for a nominal fee on numerous websites. If you are unable to use the official typeface, free alternatives are specified in the Virginia is for Lovers Brand Style Guide.

BROTHER 1816

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

BROTHER 1816 **THIN**

BROTHER 1816 **LIGHT**

BROTHER 1816 **BOOK**

BROTHER 1816 **REGULAR**

BROTHER 1816 **MEDIUM**

BROTHER 1816 **BOLD**

BROTHER 1816 **EXTRA BOLD**

BROTHER 1816 **BLACK**

50 YEARS OF LOVE
THE LOGO



THE LOGO OVERVIEW

Three logos have been created for your use including a DIY co-branded partner logo. Simply download the file type you need.

If you have a special request or would like us to create the co-branded logo for you, complete the **Logo Request Form**. Please note, that in order to create a co-branded logo, industry partners will need to provide a fully editable, vector logo for their business or organization.

The 50 Years of Love logo suite contains all variations and artwork files needed to implement the VIFL 50 YOL brand into your marketing pieces.

If you are placing the logo on any branded merchandise, please work directly with **Meredith Green** at Target Marketing.

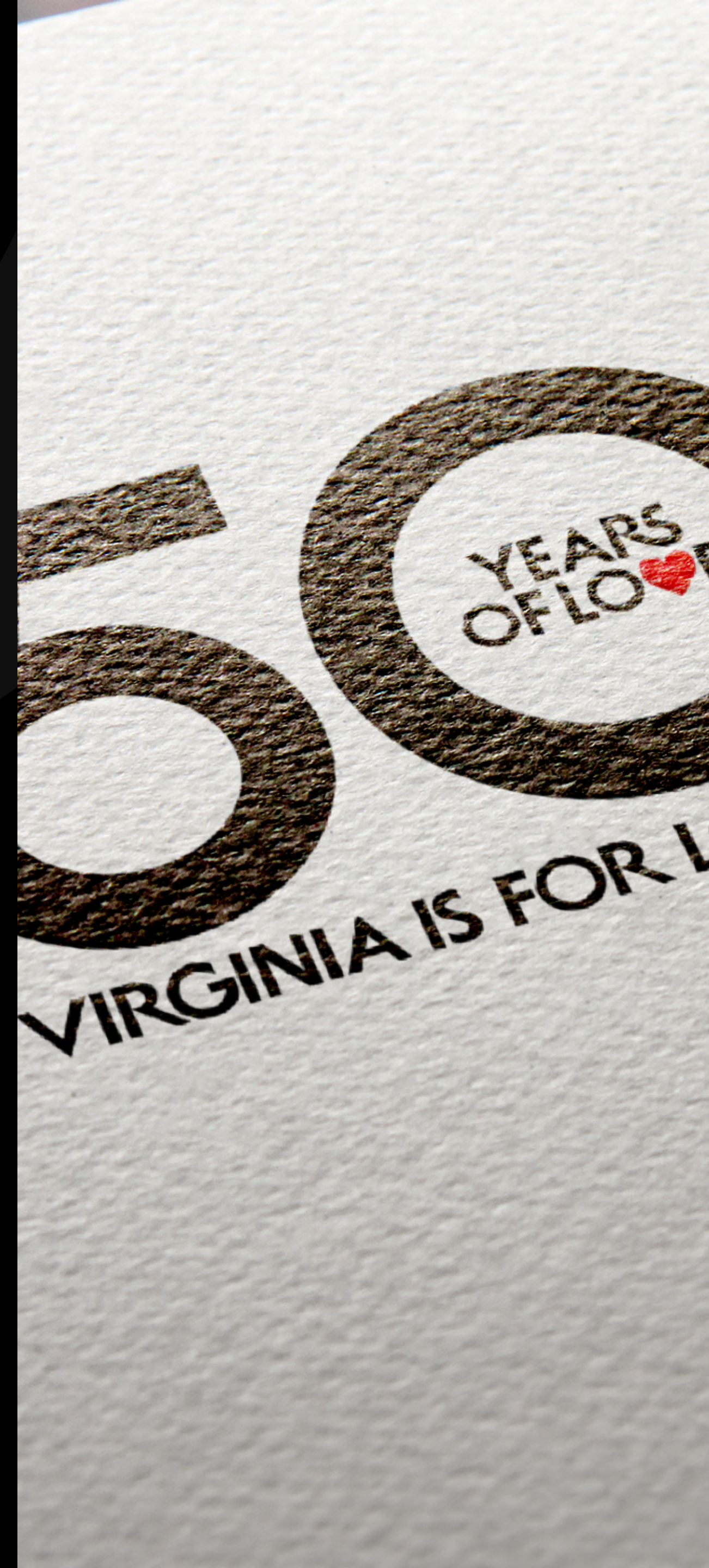
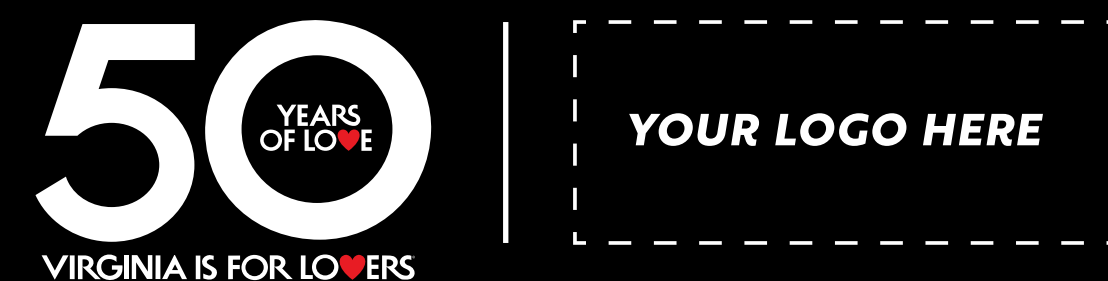
VIRGINIA IS FOR LOVERS
50 YEARS OF LOVE EMBLEM



VIRGINIA IS FOR LOVERS
50 YEARS OF LOVE LOGO



50 YEARS OF LOVE
CO-BRANDED PARTNER LOGO



THE LOGO

FILE FORMATS

Let's Talk File Formats.

Knowing which format to use at what times can sometimes be confusing, so here is a quick rundown of what you need to know:

- **JPG:** This is a basic image file best suited for basic digital applications like social media or websites. JPG images always have some type of background, so if you need to place your logo over an image, a JPG isn't the best option.
- **PNG:** This is generally the same as a JPG with one key difference- a PNG file can have a transparent background. If you want to place your logo on an image or colored background, a PNG will let you do it without issue.
- **Vector (AI, PDF, EPS):** Use these vector file types when creating anything where quality really matters- signage, merchandise, large scale prints, etc. They are completely editable and can be sized up or down without any pixelation or "blur". You'll need a design program like Adobe Illustrator to work with them, but vector files are a graphic designer's best friend.

JPG

- Always have a background.
- Not ideal for placing over images or colored backgrounds.
- Great for basic digital applications.



PNG

- Can have a transparent background.
- Great for placing over images or colored backgrounds.
- Great for most digital applications.



VECTORS

- Can have a transparent background.
- No pixelation when enlarging.
- Great for both print and digital.



THE LOGO

EDITING THE LOGO

As a general rule, the only modification we allow to the logo is uniformly scaling the lockup up or down. Otherwise, any modification which changes the overall design or composition of the logo lockup is not permitted and will violate our brand standards.



✘ Skewing or stretching

✘ Non-uniform scale

✘ Recolored heart



✘ Rotated heart or logo

✘ Enlarged heart

✘ Outer stroke



✘ Rearranged lock-up

✘ Colored text

✘ Recreated logo



50 YEARS OF LOVE
SOCIAL MEDIA



SOCIAL MEDIA

FACEBOOK

PROFILE PHOTO
1080 X 1080



PROFILE COVER PHOTO
820 X 312



Integrate the 50 Years of Love branding into your social media by using the emblem on your Facebook page.

A basic cover photo template is available on [VATC.org/50yearsoflove](https://vatc.org/50yearsoflove) to get you started.

The partner is responsible for verifying that all branded creative appears properly on desktop, tablet, and mobile display sizes as images will appear differently on different platforms.



SOCIAL MEDIA INSTAGRAM



INSTASTORY LOGO CARD
1920 X 1080



BRANDED POSTS
566 X 1080 / 1350 X 1080 / 1080 X 1080



PROFILE PHOTO
1080 X 1080



Integrate the 50 Years of Love branding into your social media by using the emblem in your IGTV, stories, posts, or profile photo.

Basic templates with prepositioned logos are available on [VATC.org/50yearsoflove](https://vatc.org/50yearsoflove). We highly encourage you to only use these templates as a first step. Get inspired and have fun with the design possibilities!

SOCIAL MEDIA SAMPLE POSTS

When posting and engaging with your social media audience, be sure to use the appropriate hashtags for all 50 Years of Love social posts.

“ We’re celebrating 50 Years of Love in Virginia this summer with _____ ”

“ In 2019, we’re celebrating 50 Years of Love with special experiences across the state. Find out how you can celebrate the summer of LOVE with us _____ ”

“ Celebrate 50 Years of ‘Virginia is for Lovers’ over the next 50 days! We’ll have _____ ”

“ Raise your glass to 50 Years of LOVE with a limited release of _____ ”

“ Cheers to 50 years! Virginia is for Lovers is turning 50 this year and you can celebrate the next 50 days with us by _____ ”

#LOVEVA

Use #LoveVA for all posts.

This is the standard Virginia is for Lovers® hashtag that we use on every social media post. Using it consistently throughout your social media plan not only allows you to tap into our audience, it helps build a unified voice for all Virginia DMOs.

#SHAREWHATYOULOVE

Use #ShareWhatYouLove when sharing special experiences.

We encourage you to use this hashtag when posting about special experiences. It’s an invite to your audience to join you in something special or letting them in on something they won’t want to miss- Some awesome street art, an awe-inspiring overlook, or the perfect glass of wine at a beautiful winery.

50 YEARS OF LOVE
PRINT MEDIA



50 YEARS OF LOVE PRINT MEDIA

Use the 50 Years of Love branding in your print media and ads. You can use this sample ad and guidelines as inspiration or use it as a template for your own ad.

All print ads related to approved grants are subject to VTC approval.

A templates of this print ad layout (in a generic size) is available for download at VATC.org/50yearsoflove.

Headline and body copy exist as a unit.

Wide margins on full bleed images lets an image feel epic and lets it own the page.

Geo-locator and co-branded partner logo exist on the same horizontal plane, but on opposite sides of the page.

LOVE IS TOO BIG FOR FOUR WALLS TO HOLD

Tam doluptaspid minctur aspelenitat quo optatur atquasperum sus alis magnis aborem fuga. Otatquis quaeceste ne restem iur? Moditestem que repelecto odit eius excea evelestibus aut volest ut inum de plaboresti accatem harcid et poremq i aestius am.



50 YEARS OF LOVE
BANNER ADS



50 YEARS OF LOVE BANNER ADS

Use the 50 Years of Love branding in your digital banner ads.

Templates of the ads on this page (in several generic sizes) are available on [VATC.org/50yearsoflove](https://vatc.org/50yearsoflove).

300 X 600



160 X 600



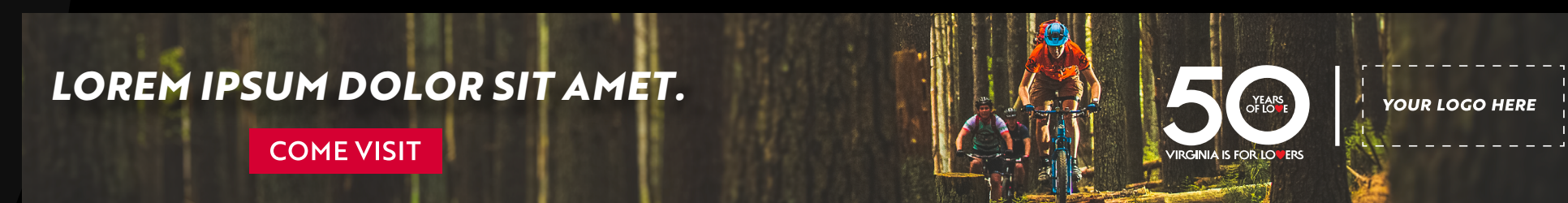
300 X 250



320 X 50



728 X 90



50 YEARS OF LOVE
WINDOW CLING



50 YEARS OF LOVE WINDOW CLING

For those partners that want to promote 50 YOL themed sales, we are offering a window cling template for point-of-sale promotional advertisements.

Multiple templates in various colors are available on [VATC.org/50yearsoflove](https://vatc.org/50yearsoflove).

This same template can be repurposed to create flyers and other handouts.

FROM JULY 4 THROUGH AUGUST 23.

JOIN US AS WE
CELEBRATE 50 YEARS
OF LOVE WITH
VIRGINIA IS FOR LOVERS

1969 PRICES
ON SELECT ITEMS DURING OUR
**50 DAYS
SALE**

VIRGINIA
50 YEARS OF LOVE IS FOR
LOVERS

FIND OTHER WAYS TO CELEBRATE AT [VIRGINIA.ORG](https://virginia.org)

50 YEARS OF LOVE
TV & RADIO



50 YEARS OF LOVE

TV & RADIO

VTC will be producing and running in-state TV and radio spots to promote the summer campaign. If you would like to use the commercials to run in your area, email Lindsey Norment at LNorment@Virginia.org

You can also create your own TV or radio spot.

- **TV:** Virginia is for Lovers® 50 Years of Love logo must appear at closing five seconds of commercial spot with the Virginia.org URL below it.
- **Radio:** Commercial spot to include the following copy at the close of the commercial:

*"Virginia is for Lovers. Celebrating 50 Years of Love.
Find out more at Virginia.org."*



50 YEARS OF LOVE
PHOTOS & VIDEO



50 YEARS OF LOVE

PHOTO & VIDEO

When hiring a photographer or videographer, the terms and conditions of the for-hire contract must give the hiring entity the legal right to transfer unlimited usage rights to partners, like VTC, in perpetuity. If such language does not exist, the original photographer(s) need to sign the photographer release form, including a detailed description of the assets being shared.

Further details and downloadable forms are available at [VATC.org/50yearsoflove](https://vatc.org/50yearsoflove).



50 YEARS OF LOVE
PRESS RELEASE



50 YEARS OF LOVE

PRESS RELEASE

Grant recipients can use this template to announce their award to local media.

A template of the press release is available at VATC.org/50yearsoflove.



(Grant recipient) Receives \$10,000 Grant from the Virginia Tourism Corporation “50 Years of Love” Program Marketing Fund

LOCATION (February XX, 2019) -- Today, **(grant recipient)** announced that it has received a \$10,000 grant from the Virginia Tourism Corporation (VTC) “50 Years of Love” grant fund. “50 Years of Love” is part of VTC’s efforts to celebrate *Virginia is for Lovers*, the longest-running state tourism slogan in the United States established in 1969. In total, VTC awarded \$300,000 to 30 tourism marketing projects across the Commonwealth to help increase visitation and revenue for Virginia’s localities through tourism and celebrate the iconic slogan.

Each grant recipient received a \$10,000 grant for its 50 Years of Love project and needed to engage 10 or more businesses to be awarded a grant. **(Recipient)** partnered with **(names of partners)** to **(description of project, importance to the community, etc.)**.

“We are thrilled to be celebrating 50 Years of Love with our statewide partners,” said Rita McClenny, president and CEO of Virginia Tourism Corporation. “**(Recipient)** has fully embraced the 50 Years of Love campaign and has engaged many local businesses to leverage critical marketing dollars to attract more visitors to **(location)**, increasing the economic impact of tourism. With partner activations happening around the Commonwealth during 2019, this campaign is a fun, creative and collaborative way to celebrate one of the most beloved and well-known slogans in the world.”

(Insert quote from local tourism official)

The Virginia Tourism Corporation is the state agency responsible for marketing Virginia to visitors and promoting the *Virginia is for Lovers* brand, which is celebrating 50 years as the longest-running state tourism slogan in the United States. Tourism is an instant revenue generator in Virginia. Last year, visitors spent \$25 billion, which supported 232,000 jobs and contributed \$1.73 billion in state and local taxes.

For more information and to plan your next vacation in Virginia, please visit: www.virginia.org.

For more information about 50 Years of Love, please visit: <https://www.vatc.org/50YEARSOFLOVE/>

CONTACT
US

VIRGINIA
50 YEARS OF LOVE **IS FOR**
LO  **ERS**

CONTACT US

If you have any questions regarding anything featured in this tool kit, feel free to contact the VTC Brand Team.

Shannon Johnson | Brand Director
SJohnson@Virginia.org

Lindsey Norment | Assistant Brand Director
LNorment@Virginia.org

Leah Harms | Brand Manager
LHarms@Virginia.org

Ali Zaman | Art Director & Photographer
AZaman@Virginia.org

For any merchandise inquiries, please contact
Meredith Green at Target Marketing.

