

WANDERLOVE

Partner Toolkit & Guidelines



Campaign Background

WanderLove is our in-state campaign focusing on low-risk travel experiences within Virginia through the lens of easy, short road trips. This campaign was originally launched in response to travel safety concerns and restrictions brought on by COVID-19 in an effort to open our audiences up to the idea of traveling again.

WanderLove is Changing

Thematically. While safe and responsible travel will always be a part of WanderLove, it will now be used as a general guideline as opposed to a core focus of the content. In 2022 and beyond, we will evolve the message into a theme of travel inspiration and trip building by tapping into our audience's growing desire to travel and willingness to plan new trips.

Visually.

The look of WanderLove will receive a small facelift. With grant opportunities potentially allowing us to reach audiences larger than ever before, we want to make sure the WanderLove campaign has the same quality and polish of our other core campaigns. The new look focuses on a more whimsical and nostalgic aesthetic that recaptures the wonder and joy of travel.

Messaging Guidelines

Key insight: In July 2021, about two thirds of consumers were either traveling, planning to travel, or were ready to begin planning travel.

WanderLove copy is fun, conversational, and engaging. Moving forward, the goal of WanderLove messaging will be to inspire travel and active trip planning. Branded copy should actively promote exciting trip ideas, helpful travel advice, hidden gems and other must-see destinations.

Sample Copy

Your WanderLove is calling. WanderLove is about reconnecting with what you love: the crisp mountain air, the breathtaking views, and the winding roads in between. Plan your road trip now at virginia.org/wanderlove

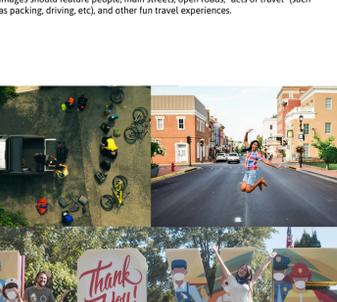
Your WanderLove is calling. Answer the call in _____ is your WanderLove calling? Answer the call in _____ Link in Bio for trip tips and can't miss stops! #LoveVA

Find your WanderLove in _____

Need WanderLove Ideas? Here are 5 stops you can't miss.

It's WanderLove Wednesday! Let's plan those weekend trips!

Campaign Logos



Partner Logo Integration



Imagery

Freeing. Airy. Adventurous. Open roads, sunny skies, and candid moments of joy. Images used in WanderLove promotions should inspire the audience to reconnect with their love of travel by highlighting all the fun experiences that are only a short drive away from them. Images should feature people, main streets, open roads, "acts of travel" (such as packing, driving, etc), and other fun travel experiences.

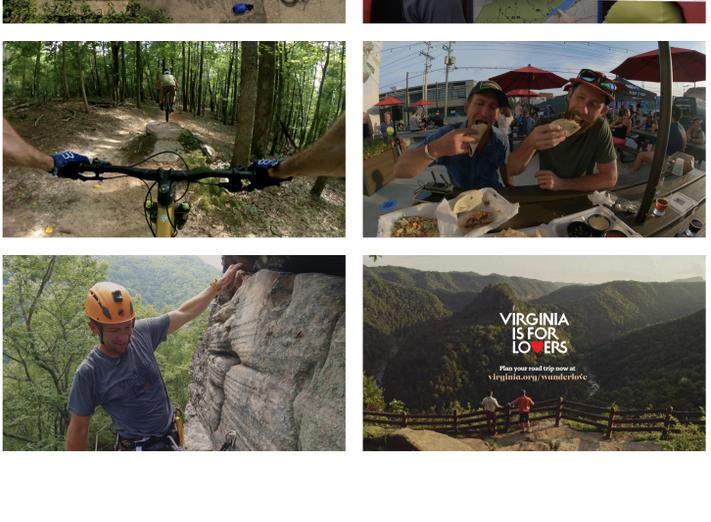


Creative Assets & Examples

How to bring WanderLove to life.

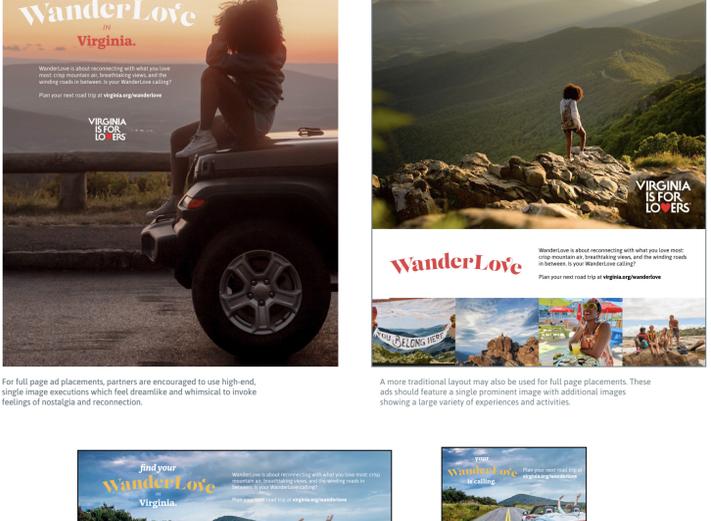
Creative Examples

Video



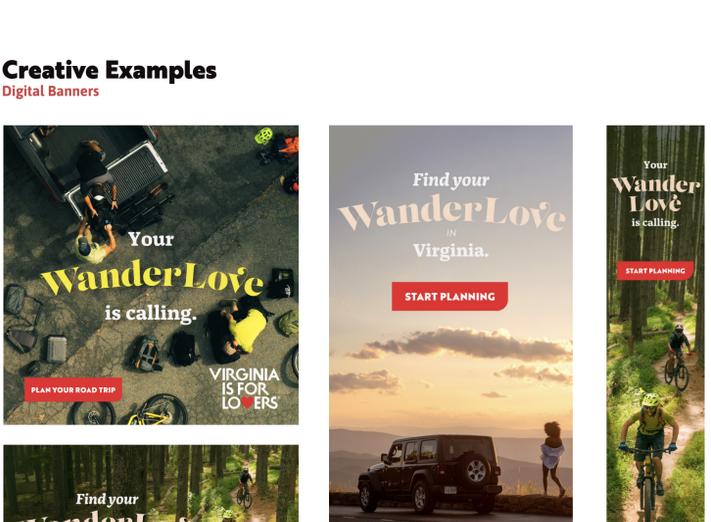
Creative Examples

Print Media



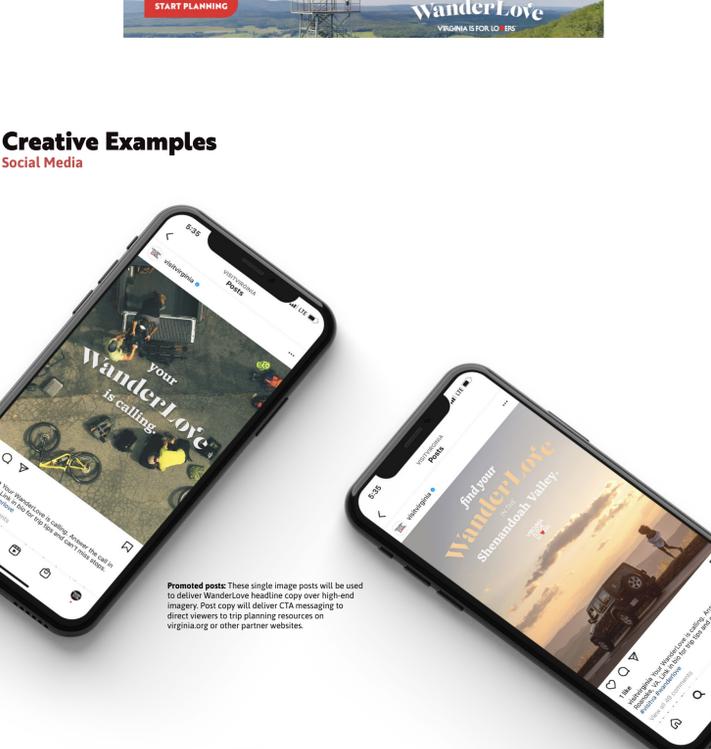
Creative Examples

Digital Banners



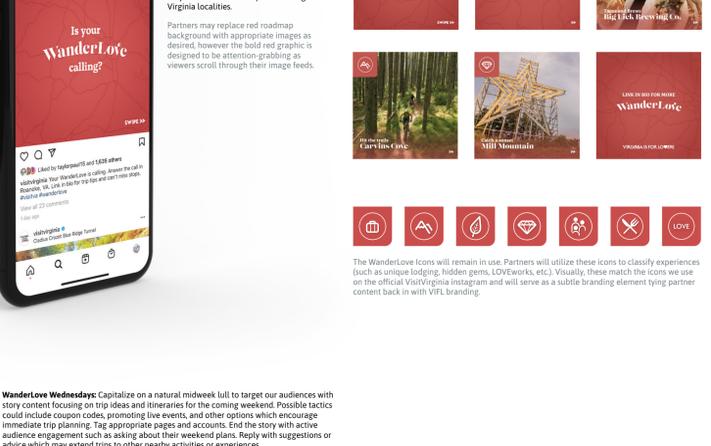
Creative Examples

Social Media



Creative Examples

Out-of-home



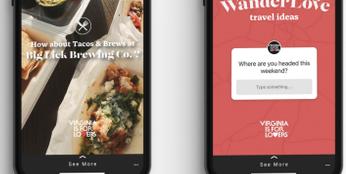
Typefaces

Aldo OT CEV
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
abcdefghijklmnopqrstuvwxyz 01234567890

Insta Display
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
abcdefghijklmnopqrstuvwxyz 01234567890

Brother 1816
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
abcdefghijklmnopqrstuvwxyz 01234567890

Type Anatomy



WanderLove