

VIRGINIA IS FOR LOVERS

The “Virginia is for Lovers®” (VIFL) logo, wordmark, and slogan are registered trademarks of the Virginia Tourism Authority d/b/a the Virginia Tourism Corporation (VTC). The logo and wordmarks have been in use since their inception in 1969. The logo and wordmarks have gone through several visual transformations. The current version of the logo has been in use since 2014.

In recent years VTC has developed, based on research, a number of sub-brand logos that promote specific travel experiences such as outdoors, beaches, wine, oysters, etc. These sub-brand logos and wordmarks are available to be requested by our industry partners to supplement their original marketing efforts. VTC prohibits any partner from adopting a sub-brand logo or any other variation of the VIFL logo as their own primary brand logo.

Usage of the VIFL logo is reserved for VTC and our industry partners. VTC strives to maintain the integrity of the logo, wordmark, and sub-brand logos and therefore, restricts usage of these brand assets through an official request and approval system. All requests to use the logo, wordmark, 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 10-15 business days for review of the request.

VTC reserves the right to deny any request which does not meet brand standards or align with our marketing strategy. Furthermore, VTC reserves the right to approve any alternative uses or variations of the logo, wordmark, and sub-brand logos.

VTC does not grant permission to produce any merchandise or items bearing the VIFL logo, slogan, wordmark, sub-brand logos, or any variation of such. VTC (as a state agency) has an exclusive contract with The Image Group for all merchandise carrying the state slogan/logo. For more information regarding purchasing or creating merchandise please go to: <https://www.vatc.org/about/merchandise/>.