

A scenic photograph of two hikers standing on a rocky mountain peak at sunset. The sun is low on the horizon, creating a warm, golden glow. One hiker is standing with arms outstretched, while the other is standing with a backpack. The background shows rolling green hills and a clear sky with some clouds.

VACATION STARTS WITH VA

PARTNER TOOLKIT

VIRGINIA IS FOR LO♥ERS

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OVERVIEW

VIRGINIA IS FOR LO♥ERS

Who is this toolkit for? This toolkit is designed for tourism industry partners who want to leverage Virginia's flagship **"Vacation Starts with V-A"** (VSWVA) campaign in their own marketing and advertising efforts. Inside, you'll find guidance on how to use the campaign's brand voice, tone, and visual assets while staying aligned with the overarching Virginia is for Lovers (VIFL) brand standards. Whether you're creating print ads, digital content, or social posts, this toolkit will help you bring the campaign to life in a cohesive and compelling way. Downloadable creative templates are available at the back of the toolkit to make it even easier to get started.

Why do you need it? These guidelines outline the general rules when using VSWVA campaign assets when promoting VIFL content. Consistent use of these assets help visitors, employees, vendors, and the community easily recognize Virginia's VSWVA campaign while protecting the VIFL brand and its trademarks.

By using this guide to define the building blocks of our campaign, we ensure that whenever and wherever a consumer interacts with VIFL, whether it's at a Virginia Welcome Center, an Instagram post, or a display ad on your favorite website, they have a high quality, consistent experience that translates into higher awareness, consideration, and conversions. This toolkit will help you do just that.

Questions? If you have questions regarding proper usage of the VSWVA campaign assets and the VIFL brand, please contact Lindsey Norment, Brand Director at lnorment@virginia.org.



Additional Creative Examples are available on pg. 21

OUR AUDIENCES AT A GLANCE

Additionally, we've further segmented our **Truly Enriched Travelers** audience into three unique personas to enhance targeting and align the best Virginia travel experiences with the best audience for that messaging.

OUTDOOR EXCURSIONISTS



People who like to experience all the outdoors has to offer, from camping to fishing and everything in between.

Values:

Self-identify as adventurous, authentic, explorers when traveling.

Media Habits:

Most likely to use OTA's relative to other audiences for travel planning and use digital channels otherwise.

Core Activities with Overlap:

National/State Parks, Mountain Scenery, Small Towns, Scenic Drives, Landmarks, Hiking

Main Differentiator:

More likely than other segments to enjoy very authentic, non-intensive outdoor sports, activities, and experiences.

TRAVEL & ACTIVITY ENTHUSIASTS



Travelers who aim to act on abundance and do everything a destination has to offer on their travels.

Values:

Self-identify as adventurous, explorative, and learning travelers.

Media Habits:

Primarily digital channels (music streaming, online mobile, streaming TV, and YouTube)

Core Activities with

Overlap: National/State Parks, Mountain Scenery, Small Towns, Scenic Drives, Landmarks, Hiking

Main Differentiator:

More likely than other segments to partake in many hobbies while on vacation and do so extensively.

URBAN EXPLORERS



People who exhibit curiosity toward the world and seek a variety of experiences rooted in an urban center to satisfy their vacation needs.

Values:

Self-identify as risk-taking, brand-conscious, and creative travelers.

Media Habits:

Very digitally heavy, particularly on Google, YouTube, and Expedia when planning a trip.

Core Activities with Overlap:

Coastal Scenery, Spas, Bars, Festivals, Shopping, Beach

Main Differentiator:

More likely than other segments to root their vacations in an urban environment and explore the amenities around the area.

VACATION STARTS WITH VA

VIRGINIA
IS FOR
LOVERS



"Vacation starts with V-A" isn't just a tagline—it's an open invite to discover everything that makes Virginia unforgettable. It taps into the heart of our iconic "Virginia is for Lovers" brand, while shining a spotlight on what it actually feels like to vacation here. From mountains to shoreline, charming towns to buzzy cities, we're showing off the best of Virginia—because here, you really can have **all that you love, all in one trip**.

This campaign brings Virginia's abundance strategy to life—highlighting just how much there is to see, do, taste, and experience across the Commonwealth. It's designed to capture attention with a bold, memorable message that speaks to curious travelers looking for a getaway that goes beyond the ordinary.

A photograph of two men walking away from the camera down a grassy path in a vineyard. The vineyard rows are filled with green and yellowing leaves. In the background, there are trees and a building under a hazy, sunset sky. The text "VOICE & TONE" is overlaid in the center.

VOICE & TONE

A white dashed line with three 'x' markers and one 'o' marker, resembling a speech bubble or a path, positioned in the lower half of the image.

VIRGINIA IS FOR LO♥ERS

VA'S VOICE

Fun-loving and conversational. Insightful and informative. We are the knowledgeable friend who always knows about the hottest spot in town or that fun new thing you have to do this weekend. We are fun-loving, enthusiastic travel experts who are passionate about inspiring others to see the unique people, places, and experiences that leave no doubt that "Vacation starts with VA."

VA'S TONE

Vacation is fun, so it makes sense that our tone is too. Playful and relaxed, the VSWVA tone should always come across as welcoming and approachable, feeling more like a discussion between friends about where to visit next, rather than a directive.

Simply put, we are people who love to travel talking to people who love to travel. We should always aim to present VA's abundance of unique experiences in authentic and actionable ways, guiding our audiences with a positive, knowledgeable tone that not only inspires them, but also gets them excited to visit our Commonwealth




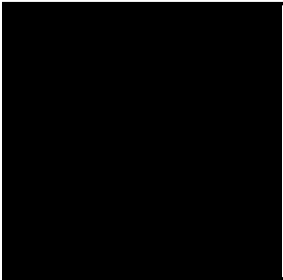
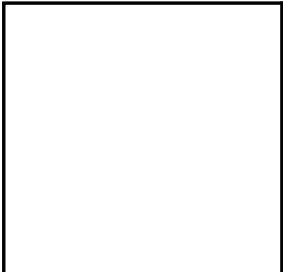
A group of people are tubing on a river. In the foreground, a woman wearing a blue life vest and a camouflage cap is lying back in her blue inflatable tube, smiling with her arms raised. Water is splashing around her. Behind her, another person is also in a tube, and further back, a woman in a purple shirt and blue life vest is visible. The river is surrounded by dense green trees under a clear blue sky. The text 'CAMPAIGN STYLES' is overlaid in the center. At the bottom, the slogan 'VIRGINIA IS FOR LOVERS' is displayed with a red heart icon. There are also some white graphic elements: a dashed line with an 'X' on the left, a solid line with an 'X' on the right, and a small circle at the bottom center.

CAMPAIGN STYLES

VIRGINIA IS FOR LO♥ERS

COLOR BREAKDOWNS

These are the official colors of VA is for Lovers. The values should be used to guarantee accurate representation of the brand.

	VIFL Red HEX #ED1C24 CMYK C-0 M-100 Y-100 K-0
	VIFL Black HEX #ED1C24 CMYK C-0 M-100 Y-100 K-0
	White HEX #ffffff CMYK C-0 M-0 Y-0 K-0

Our typography helps to establish the visual tone of our communications. From layout standards to the typeface and format of messaging, every aspect plays a vital role in establishing and maintaining our brand. The guidelines that follow are designed to provide consistency while still allowing flexibility between executions.

Popular Vote is the campaign's primary typeface for headlines. The font is available for [purchase online](#) at a minimal cost. Partners are encouraged to license the font according to their specific needs, however most will need a "desktop" license as well as a "digital ad/email" license. The current cost is about \$30.

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

Brother 1816 Bold is the campaign's primary typeface used in varying weights for body and support copy. The font is commonly available through [Adobe Fonts](#) or available for [purchase online](#).

Uppercase

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

Lowercase

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



CAMPAIGN ELEMENTS

VIRGINIA IS FOR LO♥ERS

HEADLINE TREATMENT

VIRGINIA
IS FOR
LOVERS

"Vacation starts with VA" is the primary lockup and graphic element for this campaign and should be the focal point of any ad.

VACATION
STARTS WITH VA



PRINT - FULL PAGE

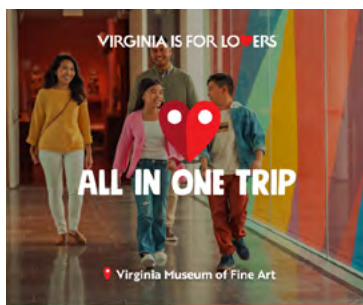


SOCIAL

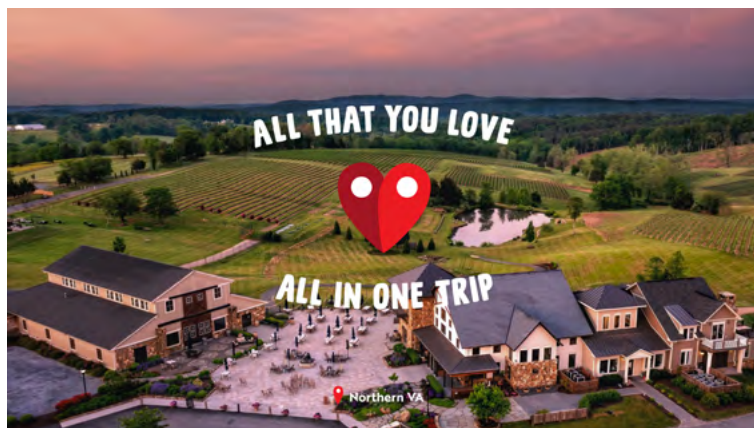
ALL THAT YOU LOVE. ALL IN ONE TRIP.

VIRGINIA
IS FOR
LOVERS

"All that you love all in one trip" is our supporting graphic used in formats like display units and videos where we can afford to include more than just the primary graphic. Two versions of this graphic exist - One which shows the entire phrase in one visual and another which breaks it into two visuals. Either can be used depending on which is best suited to the specific ad format. If using the separated version, All that you love should always be paired with the singular location identifier and should be shown first, while all in one trip utilizes the layered heart-shaped identifier and comes second.



DISPLAY - 300X250



VIDEO

LOCATION IDENTIFIERS

Location identifiers should be used to identify the specific location or activity pictured in the ad. When possible, avoiding generalized areas and being specific is preferred.



Insert Location Here

PRINT - FULL PAGE



DISPLAY - 300X600






PRINT - FULL PAGE (Cropped)



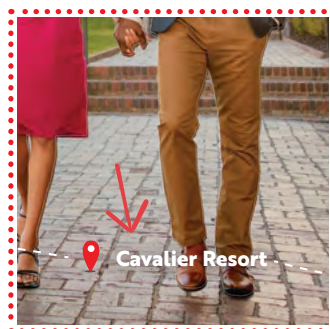
LOCATION IDENTIFIERS

Location identifiers should be used to identify the specific location or activity pictured in the ad. When possible, avoiding generalized areas and being specific is preferred.

-  Carvins Cove Natural Reserve
-  Natural Bridge State Park
-  Spearhead Trails



OUTDOOR



OUTDOOR (Cropped)

LOGO USAGE



The **Virginia is for Lovers logo** has taken on many styles since its inception in 1969, but the bold tagline and iconic red heart have always been the foundation for all of our logos.

Our current logo, which we refer to as the **"retro logo"**, is available in stacked and single-line versions and with black or white lettering. The heart must be red whenever possible. When a single color logo is required, the heart should match the color of the lettering.

The primary version of the logo is the stacked, 3-line version, but the horizontal version may be used if space or size are a concern.

Retro Logo – Stacked, 3-line versions



Retro Logo – Horizontal version



Partner Logo Integration



Our campaign imagery should always feel real and joyful, but most importantly, the imagery should inspire the viewer to **“go there and do that.”**

We’ll accomplish this by making the viewer feel a part of special moments with Virginia set as a prominent backdrop. We’ll utilize a **candid, editorial photography style** which captures **special moments as they unfold and hint at an unfolding narrative**. We want our images to feel like glimpses into the lives of real people experiencing real moments.

Visual style

Rich, natural colors. Warm tones. Sunny skies and inviting spaces. Our flagship imagery must have a **distinct sense of place** and must avoid feeling too artificial or staged. Our aim is not to create the perfect photograph, but to truly capture the moment.

Travel is fun

A key aspect of VSWVA imagery is that we prominently feature “acts of travel”. These can include driving in cars, stopping at roadside destinations, or even packing for the trip itself. These are all real experiences people have before and during their vacations, so we want to embrace that. Traveling to your destination can be just as much a part of the adventure as the destination itself. So take a selfie beside that weird sign. Buy that ugly fridge magnet. Just don’t take it too seriously and remember that travel is always fun.





A family of four (a man, a woman, and two children) are seen from behind, sitting on a long wooden museum bench. They are looking at a bronze bust of a man in the center. To the left is a large painting of a classical scene with figures in a landscape. To the right is another large painting depicting a group of people, including a woman holding a child. The floor is made of polished wood. A white dotted line with 'X' marks at the ends and a small circle in the middle is drawn on the floor in the foreground.

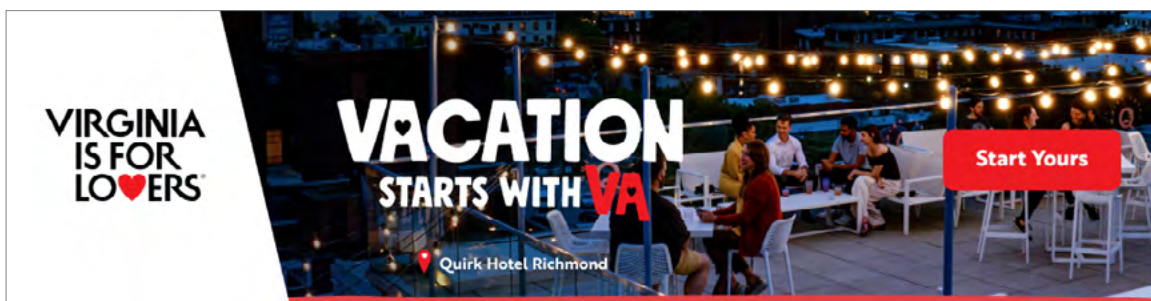
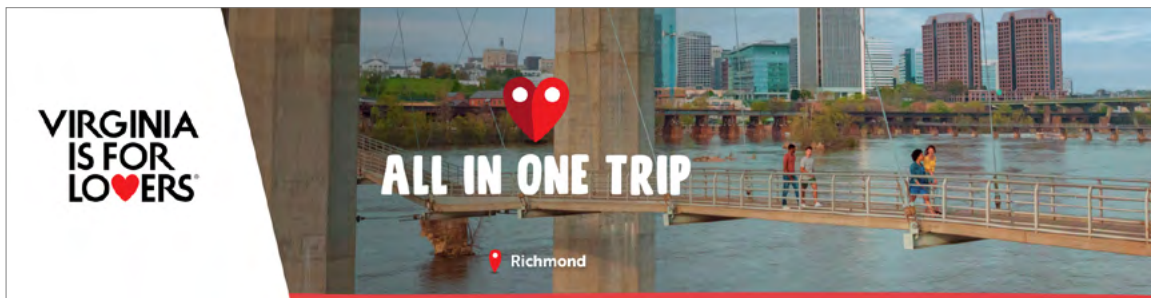
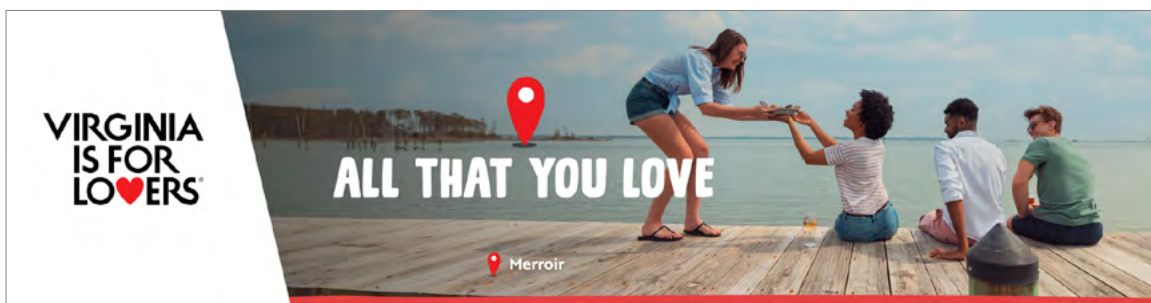
CREATIVE EXAMPLES

VIRGINIA IS FOR LO♥ERS

DISPLAY EXAMPLES

DISPLAY UNIT TEMPLATES display unit templates give our partners flexibility in imagery and messaging while still maintaining our strict brand standards. The structure of the template should not alter, but some components (images and location identifiers) can be updated.

ANIMATED HTML 5 BANNER - STORYBOARD

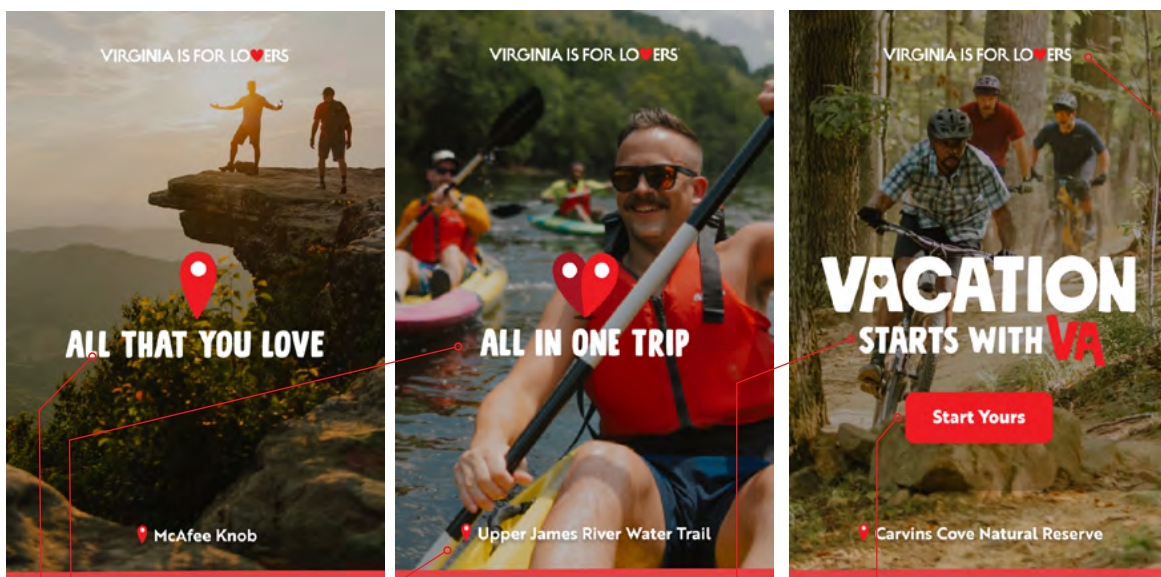


300X600

DISPLAY EXAMPLES

DISPLAY UNIT TEMPLATES display unit templates give our partners flexibility in imagery and messaging while still maintaining our strict brand standards. The structure of the template should not alter, but some components (images and location identifiers) can be updated.

Anatomy of an HTML 5 Display Ad



320X480

ALL THAT YOU LOVE
ALL IN ONE TRIP HEADER
Popular Vote 26-36pt
depending on the size of the display ad.

Location Identifier
This changes with each photo and is always accompanied with the red location marker to the left.

Vacation starts with VA
Use this lockup as shown. It can be reversed out (white and red) on dark background or it can be (black and red) on light color backgrounds.

Start Your CTA
This lockup always appears as a red button with a curved corner radius. The typography is **Brother 1816 Bold** (white)

VIFL Logo
The official VIFL logo should always be represented. Make sure there is enough contrast between the logo and the photo.

SOCIAL EXAMPLES

SOCIAL ADS Paid social advertising allows us to strategically target and retarget key audiences, driving qualified traffic to Virginia.org, boosting brand awareness, and maximizing the efficiency of our media spend. These social templates give our partners the flexibility to customize imagery and messaging, all while staying true to the Virginia is for Lovers brand standards.

Meta Carousel Example



1080x1080

Pinterest Carousel Example



1500x1080

PRINT EXAMPLES



PRINT LAYOUTS These guidelines represent the standard Vacation Starts with VA print ad design. Partners may choose to implement this design using the available template or create their own custom design.

Full Page - Standard Design

VIRGINIA IS FOR LOVERS

VACATION STARTS WITH VA

All that you love, is all in one trip.
Start yours at virginia.org

McAfee Knob

Upper James River Water Trail

Carvins Cove Nature Reserve

Big Lick Brewing Co.

Downtown Roanoke

VIFL Logo
The logo should be at the top. It should be reversed on a dark background taking up roughly the space shown here.

Vacation Starts with VA Header
Header should take up top 40% of the ad space. Make sure there is enough contrast between the lockup and the image.

Photographic style
Takes up the full space of the ad and bleeds over.

Body Copy
Brother 1816 9pt minimum. Reverse in white on dark backgrounds.

Call to Action
Brother 10pt. All Caps. Directing the audience to Virginia.org is critical.

Trail
Reversed and goes from edge to edge

Location Identifiers
Brother 10pt. This changes with each photo and is always accompanied with the red location marker to the left.

PRINT EXAMPLES

PRINT LAYOUT The standard print layout may be modified for partner use as shown in the example below. Partners are encouraged to use their best photography to create a realistic, but compelling itinerary taking place in and around their destination.

Full Page - Partner Themed



Partner Cobrand Logo

Logos should appear together at the top of the ad. A standard line separator is recommended.

QR Code

Optional. A QR Code may be placed within the ad set next to the body copy and call to action.

Call to Action

Partners may identify their locality or website in this space. In this example, the CTA could be altered to: Start yours at visitsosi.com

Compelling Mix of Supporting Imagery

Partners are encouraged to use a variety of images to portray a unique and fun itinerary catered to their target audience.

PRINT EXAMPLES

Partners may stylize the ad to fit their specific brand guidelines, however partners are strongly encouraged to utilize the provided templates to maintain a cohesive look with the statewide Vacation Starts With VA Campaign.

In the example below, Visit Virginia's Blue Ridge utilized campaign messaging and themes, paired with their own branding, to create a spin-off campaign. While these executions may look different, the key aspects of the campaign such as compelling images, descriptive locators, and varied itineraries are still present.

Partner Created Examples



OUT OF HOME EXAMPLES

OUT OF HOME advertising offers a powerful way to connect with travelers in high-traffic, outdoor environments where they are open to inspiration. These examples are designed to capture the attention of a passersby and reinforce Virginia's inviting brand message through dynamic, bold visuals and compelling taglines. Whether displayed on billboards, transit shelters, or other prominent placements, these assets are crafted to enhance the reach of the "Vacation Starts with VA" campaign.

Large Format Billboard Example



Bus Wrap Example (Partner Activation)





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