This is Lynchburg.

Lynchburg is an incredible city, and we want to thank you for doing your part to make sure its story is told accurately. Within this media kit, you’ll find our style sheet, which contains our primary and secondary colors, primary and secondary typefaces, as well as general rules for logo usage.

Additionally, you’ll find messaging guidelines that will help you tell the Lynchburg story a bit easier.

If you have any questions about the information you see here, feel free to contact:

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How to work with Lynchburg’s brand:

**PRIMARY LOGO**

- Adobe Garamond Pro
- Avenir

**-primary typeface**

- AaBbCc0123
- AaBbCc0123

**secondary typeface**

**BRAND CAMPAIGN COLORS**

- Pantone 546 CP
- RGB: 17 46 58
- HEX/HTML: 112E3A
- CMYK: 100 41 35 87

- Pantone 9061 C
- RGB: 242 233 234
- HEX/HTML: F2E9EA

- Pantone 2033 U
- RGB: 201 104 103
- HEX/HTML: C96867
- CMYK: 9 80 72 0

- Pantone 7730 C
- RGB: 75 149 96
- HEX/HTML: 489560
- CMYK: 68 0 71 18

- Pantone 427 CP
- RGB: 216 218 217
- HEX/HTML: D8DAD9
- CMYK: 7 3 5 8

**PRIMARY BRAND COLORS**

- Pantone 296 C
- RGB: 4.28 44
- HEX/HTML: 041C2C
- CMYK: 100 73 28 86

- Pantone P 1-1 C
- RGB: 248 247 242
- HEX/HTML: F8F7F2
- CMYK: 0 0 2 0
Logo Rules

The logo should never be modified or altered from its original state. This is done to protect the integrity and consistity of the brand.

- Do not manipulate, squish, stretch, or crop the logo.
- Do not modify the colors of the logos out side of the approved file formats.
- Never angle the logo.
- Do not use the logo in a sentence.
- Do not use the logo as a design element, or a pattern.

LOGO BACKGROUND

- Do not place the logo overtop of a pattern.
- Do not place the approved logo versions overtop of any color that is outside the boundaries of the primary and secondary brand colors.

- Always abide by the proportions of the the space that is designated around the logo to prevent overlapping.
- Do not shrink the logo past the minimum approved size.
How to tell Lynchburg’s story:

You are home.

The idea of “home” looks different to all of us. For some, a home is a physical place—where they lay their head at night and eat most of their meals. For others, home is a bit more metaphorical. Maybe they find home in their favorite coffee shop, on top of their favorite mountain or maybe they even find home in something that’s entirely new and foreign to them in that moment.

The driving narrative approach will be the call to action to Love Your Home. While this sentiment won’t be highly publicized and its delivery will be controlled by the Tourism team, the idea of loving Lynchburg should permeate and drive every single communication and message piece.

OUR BRAND TONE AND PERSONALITY:

- Inclusive
- Confident
- Welcoming
- Authentic

OUR TONE IS:

- Conversational
- Emotive
- Personal
- Honest
- Warm

OUR TONE IS NOT:

- Formal
- Dry
- Third person
- Hyperbolic
- Cold