



Brand & Message Guide

A resource for telling Lynchburg's
story and communicating with visitors

2019 Edition

Lynchburg Tourism Brand
Guidelines

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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PRIMARY LOGO



FONT SELECTION

primary typeface

Adobe Garamond Pro

AaBbCc0123

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

secondary typeface

Avenir

AaBbCc0123

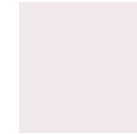
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

BRAND CAMPAIGN COLORS



Pantone 546 CP

RGB 16 51 58
HEX/HTML 103339
CMYK 97 32 34 86



Pantone 9061 C

RGB 242 233 234
HEX/HTML F2E9EA



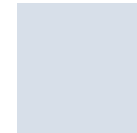
Pantone 2033 U

RGB 201 104 103
HEX/HTML C96867
CMYK 1 77 61 7



Pantone 7730 C

RGB 75 149 96
HEX/HTML 4B9560
CMYK 68 6 68 15



Pantone 427 CP

RGB 205 210 209
HEX/HTML CDD2D1
CMYK 14 8 4 0

PRIMARY BRAND COLORS



Pantone 296 C

RGB 5 28 44
HEX/HTML 051C2C
CMYK 100 46 0 89



Pantone P 1-1 C

RGB 248 247 242
HEX/HTML F8F7F2
CMYK 0 0 2 0

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