

LYH L♥S YOU

LYNCHBURG, VA

LYH Loves You
Campaign Guidelines

August 2021

POSITIONING



What we are, who we attract,
what we offer and why all of that matters.

POSITIONING

LYH is a quintessential Virginian city with a leafy, historic veneer and an industrial heart. Its downtown and many neighborhoods offer a rich cultural character, a vital sense of the past and a growing contemporary energy.

It attracts residents, companies, and visitors because it offers a revitalized and walkable downtown with eclectic shops and welcoming proprietors, a lushly green riverfront crisscrossed with trails and ways to explore, and opportunities in industries that are helping define the future.

People love LYH because it's leaning into its future by repurposing, revitalizing and redefining itself without losing the sights, sounds, materials and textures of its history. They love that it's a small city with an outsize ambition to become a truly welcoming place, working with energy and pride to look the future in the eye and offer a seat at the table for all.

PERSONA

01. REVITALIZED ENERGY

There's energy in LYH, a momentum that embraces new ideas, former blacksmith shops, art studios, Civil War hospitals, tobacco storage buildings, the Virginia 10-miler, refurbished lofts, an old cemetery, the stunning riverfront. We make new without losing the old. We're healthcare and shopkeepers and universities; we're working toward being the best small city in the nation—and because we're LYH, we're doing it so that we can also enjoy the fruits of our labor from the balcony of a restaurant overlooking the James.



02. CITY OF BELONGING

LYH has a human scale and promenade pace with the energy and determination of a city that's repurposing, revitalizing, refinding and redefining itself, moving purposefully and mindfully into the future. We're yearning to build an inclusive and dynamic future and doing the work to make it happen. We're celebrating, contextualizing and revitalizing our historic infrastructure and building economic development policy that gives everyone a seat at the table, attracting new residents and companies, and bringing former residents back to a place that's leaning ahead becoming accessible and welcoming as never before.

PERSONA



03. SKILLED IN THE FUTURE

We're good at many things, and we work incessantly to hone our skills in preparation for the needs of the future, whether in advanced manufacturing or mindful shopkeeping, in upskilling or in trail-hiking. We support and celebrate our entrepreneurs and startups, our curious and ambitious young people, making work rewarding and exciting. We're going one way, and it's forward, and we're bringing everyone with us; we're committed to building a better city and a better home for the dreams of the future. By actively working to make public schools better, engaging with our five universities and long-standing organizations, attracting new businesses, and making opportunity part of the conver.

04. MAKERS OF HISTORY

It's not always easy to see, but beneath the slow, sweet stroll along downtown's main street and the riverfront beats the heart of a city working to be part of what's next. We're not just part of the history of our region and state, we're making history of our own, not only remembering but revitalizing, writing the next chapter of life in LYH, one written by all its citizens, long-standing and brand new. We're as surprising as we are charming, as progressive as we are comfortable. We're showing new faces of LYH, building on our identity, enriching our culture, bringing history and the future to life.



PERSONA

05. NEIGHBORLY NEIGHBORHOODS

Neighborhoods are places of belonging in Lynchburg; the best of them are small green worlds that work the way the larger world should—warm and welcoming, treed and walkable, neighborly and convivial, calming.

The tone is set by the homes in the “hills”, Garland and Diamond, Federal, College, Franklin, Daniel’s and White Rock. People centric and as varied and diverse in their character as their architecture and streetscapes, they’re emblematic, but not frozen in amber. The neighborhoods of LYH, whether included in the National Register of Historic Districts or not, are shaped both by their history and by the culture of neighborliness that has evolved from its founding to this day. The city’s refurbishment, restoration and rejuvenation build rich, textured layers of character and life into our neighborhoods.



ESSENCE



What we stand for.

ESSENCE

LYH LOVES YOU



A bold message of inclusivity that leverages the state's iconic messaging and works to instill pride in a city leaning into the future.

On some levels, it's hard to argue with advertising like Virginia is for Lovers, and I [heart] New York, slogans that have literally spanned generations; we think that not trying to leverage the unforgettable 'Virginia is for Lovers' would be a missed opportunity. However, we want to work the Love angle in a fresh way for a generation that doesn't want to know that they should love a place; they want to know what the place can do for them. In other words, we don't want to simply ape that 'Virginia is for Lovers' or 'I Love New York'. With LYH Loves You, we're saying the equivalent of 'New York Loves Me'.

LYH Loves You is a way to say what Lynchburg wants to say, but lacks the vocabulary to do so: that LYH is inclusive and welcoming—that you can find community here, get involved and know your neighbors—and that it makes a place at the table in a meaningful way for current and prospective residents and companies. LYH welcomes companies and entrepreneurs [another kind of 'you'] with open arms, and invites all of you to be part of the story.

CAMPAIGN VISION



Where our concept came from,
and where we hope it goes.

CAMPAIGN VISION

The concept behind LYH Loves You revolves around the citizens, businesses and organizations of Lynchburg—and their stories. From print to social to organic promotion, the campaign will be a central rallying cry, one message with spokes that reach residents, talent, businesses and visitors alike.

One voice united under LYH.

The people and organizations we choose to feature become LYH's ambassadors and champions, igniting the campaign on a local level and attracting and inspiring all audiences.

Our campaign will showcase Lynchburg's brightest, kindest and most creative communities, revealing the character of the city, the inclusive nature of its people and its outsized ambitions.

LOGO



While our campaign is much more than just the logo, the logo provides a strong first impression and is the graphic reminder of our campaign essence. We must respect it and protect it, and use it with consistency.

LOGO

OUR LOGO

The story of Lynchburg's history and future are both told in our logo. The rough, textured typefaces pay homage to Lynchburg's historic buildings and signage, while the structured, contemporary typefaces represent the present and future. This typographic mixture is also a visual representation of the diversity and inclusive nature of LYH—many things coming together to create something truly unique. Our 'heart' is located in the middle of our logo, bringing everything, and everyone, together.



LOGO

LOCATOR TEXT

LYH is a trio of letters familiar to its citizens, but not everyone knows the meaning behind LYH. Lynchburg, VA has been added to the bottom of our logo, to reinforce our location. There is also a version of our wordmark without the locator text. This version should only be used in circumstances where our location—Lynchburg, VA—has been mentioned elsewhere.

Logo with locator text



Logo without locator text



LOGO

SPACE, SIZING AND SOCIAL MEDIA

CLEAR SPACE

An area of clear space must surround our logo to protect its clarity and integrity. The clear space is equal to the height of the heart in L♥S. The boundary lines created by this area indicate the closest that the logo can come to other elements.

CLEAR SPACE



MINIMUM SIZE - WITH LOCATOR

The logo with locator text should never appear smaller than 0.5" wide for print applications, or 36 pixels wide for digital applications.

MINIMUM SIZE - WITHOUT LOCATOR

The logo without locator text should never appear smaller than 0.375" wide for print applications, or 27 pixels wide for digital applications.

MINIMUM SIZE



SOCIAL MEDIA ICONS



LOGO

COLOR USAGE

PRIMARY LOGOS

Primary use of the logo should be either Black and Sunrise Yellow, or Reverse (white) and Sunrise Yellow.

SECONDARY LOGOS

Secondary use of the logo should be any of our color combinations listed below. It's up to the designer to decide which color complements the image on which it's placed. See campaign applications on pages 37-39 for examples, and the next page for rules around logo usage.

PRIMARY LOGOS



Black + Sunrise Yellow

SECONDARY LOGOS



Black +
James Blue



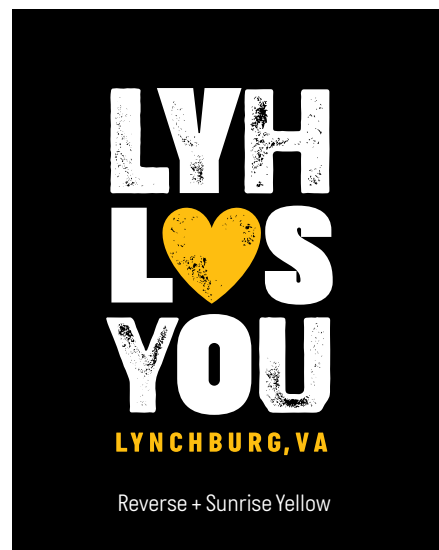
Black +
Lovers Pink



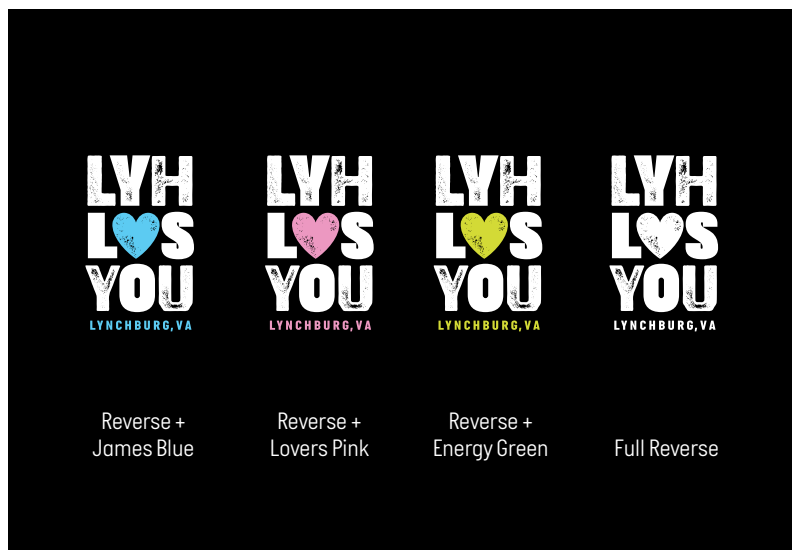
Black +
Energy Green



Gray Scale



Reverse + Sunrise Yellow



Reverse +
James Blue

Reverse +
Lovers Pink

Reverse +
Energy Green

Full Reverse

LOGO

DO'S AND DONT'S

Our logo was crafted with care and works best when used in the way it was intended. When deviated from these uses, the logo loses its integrity, equity, and impact. Here are some examples of the correct usage, and examples to avoid when working with the logo.

✓ DO'S



Place logo on a contrasting colored background



Use the logo on simple backgrounds



Use solid color logo on contrasting backgrounds

✗ DONT'S



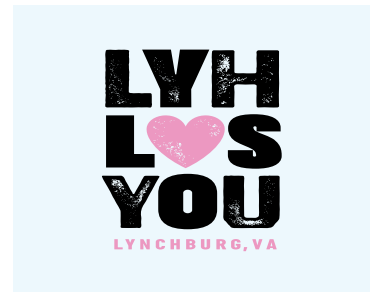
Do not create color combinations outside of the color usage guidelines



Do not substitute any text in the logo with other fonts



Do not apply colored logos on low contrast backgrounds



Do not distort, rotate, or skew the logo



Do not apply the logo over busy photography or textures



Do not place the logo in a shape

LOGO

LYH + LOCATOR LOGO

PRIMARY LOGOS



Black + Sunrise Yellow



White + Sunrise Yellow

SECONDARY LOGOS



Full Black



Full Reverse

CLEAR SPACE

The clear space is equal to the width of the L in LYH. The boundary lines created by this area indicate the closest that the logo can come to other elements.



MINIMUM SIZE

The logo should never appear smaller than 0.75" wide for print applications, or 54 pixels wide for digital applications.



COLOR

OUR PALETTE

Our color palette was inspired by the Lynchburg's welcoming spirit and natural landscape as well as its historic cityscape. The Lovers Pink and Energy Green swatches speak to the energy and activity within LYH, while the Sunrise Yellow and James Blue represent the landscape and historic buildings.

BURG BLACK

CMYK: 0-0-0-100
RGB: 0-0-0

Hex: 000000

BRIGHT WHITE

CMYK: 0-0-0-0
RGB: 255-255-255

Hex: ffffff

SUNRISE YELLOW

Pantone: 142 C
CMYK: 0-27-100-0

RGB: 244-190-16
Hex: febe10

JAMES BLUE

Pantone: 305 C
CMYK: 50-0-1-0

RGB: 89-203-232
Hex: 59cbe8

LOVERS PINK

Pantone: 673 C
CMYK: 3-50-0-0

RGB: 255-149-216
Hex: ff95d8

ENERGY GREEN

Pantone: 2297 C
CMYK: 21-2-94-0

RGB: 211-218-54
Hex: d3d936

TYPOGRAPHY

HEADLINES

Our headlines are made up of three typefaces. These fonts were carefully selected to ensure legibility and campaign consistency when used as headlines. When replacing 'L♥S' with another word, be sure to use only the three fonts selected for this combination. Ensure that the text is always set to all-caps, and all letters are carefully kerned.

Please note that the color coding used below is to show the difference in typefaces within the headline. Headlines should always be one solid color, pulled from our color palette.

See page 40 for more LYH messaging examples, and page 45 for typeface resources.

HEADLINE TYPE COMBINATION

TYPEFACE ONE

**TRADESMITH
REGULAR**

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ**

TYPEFACE TWO

**TRADESMITH
STAMP**

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ**

TYPEFACE THREE

**EXTENDA
70 TERA**

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ**

**HEADLINE TYPE
COMBINATION**

TYPOGRAPHY

SIMPLIFIED HEADLINE

We understand that there might be instances where our headline typeface combination may not be achievable—whether from lack of type software programs or of experience in working with varied type. Under these circumstances, the headline can be replaced with Tradesmith Stamp. Tradesmith Stamp should be set to all-caps, and carefully tracked and kerned to allow optimal space. See custom kerning sample below.

See page 40 for more LYH messaging examples, and page 45 for typeface resources.

SIMPLIFIED HEADLINE

**SIMPLIFIED
HEADLINE TYPE**

TRADESMITH STAMP

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SAMPLE KERNING

**LYH
IS HOME TO
YOU**

✗ **Before**

Inconsistent spacing
between letters and words

**LYH
IS HOME TO
YOU**

✓ **After**

Custom kerning to increase
word and letter spacing
consistency

TYPOGRAPHY

SUBHEADS

SUBHEADS

Italian Plate No1 Extrabold is a sturdy, confident typeface with subtly rounded corners which give it an approachable look & feel. When using Italian Plate No1 Extrabold for subheads, ensure that the text is set to all-caps and tracking is at least 15.

BODY COPY

Italian Plate No1 Light is modern, legible, and complements our Subhead and Headline text. When using Italian Plate No1 Light for bodycopy, ensure that the text is set to sentence-case. Italian Plate No1 Regular can be used to substitute our light weight when legibility becomes an issue. Italian Plate No1 Bold can also be used for secondary subheads and where emphasis is needed.

SUBHEADS

ITALIAN PLATE No1 EXTRABOLD IS FOR SUBHEADS.

BODY COPY

Italian Plate No1 Light is
used for Body Copy text.

**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
1 2 3 4 5 6 7 8 9 0 ? ! @ # \$ % ^ & * []**

Italian Plate No1
Light
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
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
1 2 3 4 5 6 7 8 9 0
? ! @ # \$ % ^ & * []

Light Italic

Italian Plate No1
Regular
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
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
1 2 3 4 5 6 7 8 9 0
? ! @ # \$ % ^ & * []

Regular Italic

**Italian Plate No1
Bold
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
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
1 2 3 4 5 6 7 8 9 0
? ! @ # \$ % ^ & * []**

Bold Italic

TYPOGRAPHY

SYSTEM DEFAULT FONTS

Impact and Helvetica are our default system fonts and are available to everyone. They should only be used when our campaign fonts are not available.

SYSTEM DEFAULT HEADLINE AND SUBHEAD

**IMPACT IS FOR SYSTEM
DEFAULT HEADLINES AND
SUBHEADS.**

**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
1 2 3 4 5 6 7 8 9 0 ? ! @ # \$ % ^ & * []**

SYSTEM DEFAULT BODY COPY

Helvetica Light is for system
default body copy.

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
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
1 2 3 4 5 6 7 8 9 0 ? ! @ # \$ % ^ & * ()

ADDITIONAL CAMPAIGN
MESSAGING EXAMPLES

**LYH
WELCOMES
YOU**

**LYH
IS HOME TO
YOU**

**LYH
SUPPORTS
YOU**

**LYH
KNOWS
YOU**

**LYH
HEARS
YOU**

**LYH
UPSKILLS
YOU**

**LYH
INCLUDES
YOU**

**LYH
BELIEVES IN
YOU**

Contacts & Resources

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