

Arlington Convention  
and Visitors Service

## Branding Guidelines



stayArlington

Welcome to the “StayArlington” brand identity standards. As we move forward it’s important that all our communications are clear, consistent and compelling. The development of a strong brand identity in the marketplace is integral to our business success.

A number of core elements form the foundation for a strong brand identity. Among these are the positioning statement, logo, tagline, typography, and color palette. Guidelines for these, as well as other brand assets, are included in this guide.

Taken together, the elements of this guide provide the tools necessary to express our brand identity in a strong and integrated manner. Understanding these core identity elements will allow you to create communication materials that fully express our brand to our audiences. From our positioning strategy to our messages, from typography to graphics to photography, our foundational brand elements are bolder and more powerful than ever before.

On the following pages, we present the tools we have at our disposal. While we must have standards, flexibility is built in — so we can solve, directly and practically, our most pressing business needs. This is a guide not only of parameters but also of inspirations. It starts to put in place all the possibilities of this great, enduring and newly energized brand.

## Positioning

## Arlington Convention and Visitors Service

### Positioning Concept:

Arlington, Virginia—National History. Local Flavor.

### What Arlington Stands for:

Arlington, Virginia, offers a unique and value-filled combination of national history, local culture and unexpected fun.

### Our Brand Promise:

Stay in Arlington for the perfect mix of impressive national history and unexpected local discoveries.

### Our Brand Positioning:

Arlington, Virginia, is a convenient, affordable and vibrant destination for leisure and business travelers. In addition to being home to numerous national monuments and historical attractions, Arlington offers first-class shopping, diverse dining and an eclectic local arts and entertainment scene. It's where visitors find a unique mix of national history and local flavor.

## Messaging and Support Points

Arlington Convention  
and Visitors Service

### History:

Home to many historical sites such as Arlington National Cemetery, the Marine Corps War Memorial (Iwo Jima), the Air Force Memorial, the Pentagon Memorial, and more. Easy access to the National Mall, monuments and world-renowned museums

### Accessibility:

It's easy to get around Arlington by foot, Metro or car. It's close to virtually every popular attraction in the capital region. Close to most popular attractions in the capital region: minutes by Metro to the Mall, walk to Georgetown, a short drive to Northern Virginia's wineries, and more.

### Authentic:

Lively and unique urban villages, ethnic foods, eclectic local arts and entertainment.

### Fun:

Diverse culinary experiences, world-class shopping and nightlife, a thriving arts and entertainment scene, and proximity to major-league sports.

### Discovery:

Arlington offers unique experiences and unexpected moments such as discovering a charming cafe, a funky boutique, an intimate live-music venue or a striking public art display. Arlington is full of these gems.

In Arlington, you get the best of everything when it comes to national historic attractions, local culture and fun!

## Logotype and Tagline

The logotype and tagline together is the organization's signature and represents the positioning statement and brand attributes.

It is intended to build brand awareness by creating a visual connection between Arlington, Virginia, and the public or marketplace.

The integration of "StayArlington" with its unique typography treatment combined with the powerful tagline establishes a distinctive and proprietary visual representation for the Arlington tourism mission.

The StayArlington logotype is considered artwork and may not be recreated or modified in any way. Never adjust the size, placement or color of either element of the logotype. The logotype should never be recreated by setting it in a typeface. Only use the approved electronic files provided by the Arlington Convention and Visitors Service.

### Accessible

The lowercase styling of the word "stay" is welcoming and friendly—helping to emphasize how accessible Arlington really is.

### Discovery

The red dot of the "i" symbolizes the unique experiences and unexpected moments and other gems Arlington has to offer.

### Fun

The playful type with a combination of big and small letters along with the color rhythms suggests the eclectic environment and variety of fun activities in Arlington.

stayArlington  
National History. Local Flavor.

### History

Arlington is full of national monuments and historic sites and of course is next door to Washington, DC. This part of the tagline sets up the concept of major sites to see.

### Authentic

The second part of the tagline contrasts the first by suggesting the unique local culture and authentic experiences Arlington has to offer.

## Logotype and Tagline • Lock Up and Alignment

### Arlington Convention and Visitors Service

When using the StayArlington logotype, there must be an adequate amount of space surrounding it in order to ensure legibility, clarity and prominence.

The clear space around the logotype is proportional to the size of the logotype as it is enlarged or reduced. If we establish the height of the logotype as “X” inches, then the space around the entire logo should be “X.”

The logotype and tagline are configured together in a specified “lock up” or alignment.



#### Clear Space

There is always a minimum area of open or clear space around the logotype void of imagery or visual interference.



#### Alignment

There is only one way to lock up the logotype with the tagline as shown in this exhibit.

Branding Elements • Color Palette

Arlington Convention  
and Visitors Service

Color is used to enhance the power of our communications. To ensure color in our work is consistently bold, simple and vibrant, we've chosen a rich color palette for use in advertising and collateral.

The two primary colors used are red and blue. The colors are vibrant and positive while bringing to mind the national historical landmarks in the area. A secondary buff color is also part of the approved color palette. This color can be used full strength or as tints for backgrounds and side bar elements.

PMS 1797C

CMYK: 0, 100, 90, 0  
RGB: 228, 27, 35  
Hex: #006699

PMS 286C

CMYK: 100, 60, 0, 0  
RGB: 0, 93, 170  
Hex: #CC0000

PMS 616

CMYK: 0, 10, 35, 15  
RGB: 236, 226, 169  
Hex: #ECE2A9

Tints of PMS 616

## Branding Elements • **Typography**

Arlington Convention  
and Visitors Service

Typography is an integral part of a brand and should be consistently used to reinforce our identity.

Our primary typeface is Gill Sans. It is a versatile, friendly sans serif typeface. The majority of material is typeset using the Gills Sans type family.

Gill Sans 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

Gill Sans 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

*Gill Sans Italic*

*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*

Gill Sans 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

NATIONAL HISTORY. LOCAL FLAVOR.

Gill Sans Regular All Caps

The headline theme "National History. Local Flavor." is set in Gill Sans Regular All Caps, with generous letterspacing



## Branding Elements • Photography

### Arlington Convention and Visitors Service

Photography will provide most of our main visuals at all levels of communications. Our photographic style is:

Human, Believable, Bold, Rich, Dynamic, and Relevant.

The images selected should show a wide range of areas and activities in and around Arlington, Virginia, reflecting the mix of national attractions, as well as local shopping, dining, arts and entertainment.

All images should be full color unless the media necessitates the use of grayscale images. For advertising, the images are compiled into a collage, overlapping imagery that is framed or silhouetted. The background image should be selected wisely to allow easy placement of other imagery.



#### Smaller Images

Smaller shots should overlap the background image and should be framed within a 3-point thick white border.



#### Silhouetted Images

Certain objects can be silhouetted and overlap the background image.



#### Background Images

The background image should be selected wisely. It should focus on a recognizable area landmark. It should also have areas where the image captions can be easily read.

## Advertising • Print

## Arlington Convention and Visitors Service

Advertising and promotional materials provide a continuous flow of communications with Arlington's various audiences. The objective of the advertising efforts change in accordance with the specific intent of the publication and objective of the ad. Therefore, a general print ad template was created to ensure consistency over time.

The display to the right presents the print ad template and should be used for all advertising. The components of the template include a bar element, multi-image collage, messaging and the logotype.

ARLINGTON, VIRGINIA • NATIONAL HISTORY. LOCAL FLAVOR.

Turkey Ciabatta at a Clarendon Cafe

Marine Corps War Memorial

Air Force Memorial in Arlington

Check into an Arlington hotel. Check out history, culture, and fun.

When you stay in Arlington, you'll find world-class dining, shopping and nightlife around every corner. We're also home to national historic landmarks like the Marine Corps War Memorial (Iwo Jima) and the U.S. Air Force Memorial. And of course, the best of D.C. is right next-door. Arlington – easy access to incredible experiences.

For more information, visit [www.stayarlington.com](http://www.stayarlington.com).

ARLINGTON  
VIRGINIA

stayArlington  
National History. Local Flavor.

### County Logo

The official Arlington County logo should always appear on print ads. It is placed in the lower left corner as a small stamp.

### Bar Element

Print ads have a distinctive “bar element” at the top to announce the brand.

### Multi-Image Collage

This is an example of a successful collage using a bold and iconic background image with superimposed silhouettes and small images. The result is a dynamic multi-image display reinforcing the attributes of the stayArlington brand.

### Messages

Ad copy should be bold and brief with a catchy headline and a call-to-action.

### Logotype Placement

Logotype placement is distinctively set off with generous clear space around it.

Arlington Convention  
and Visitors Service

## Website Guidelines



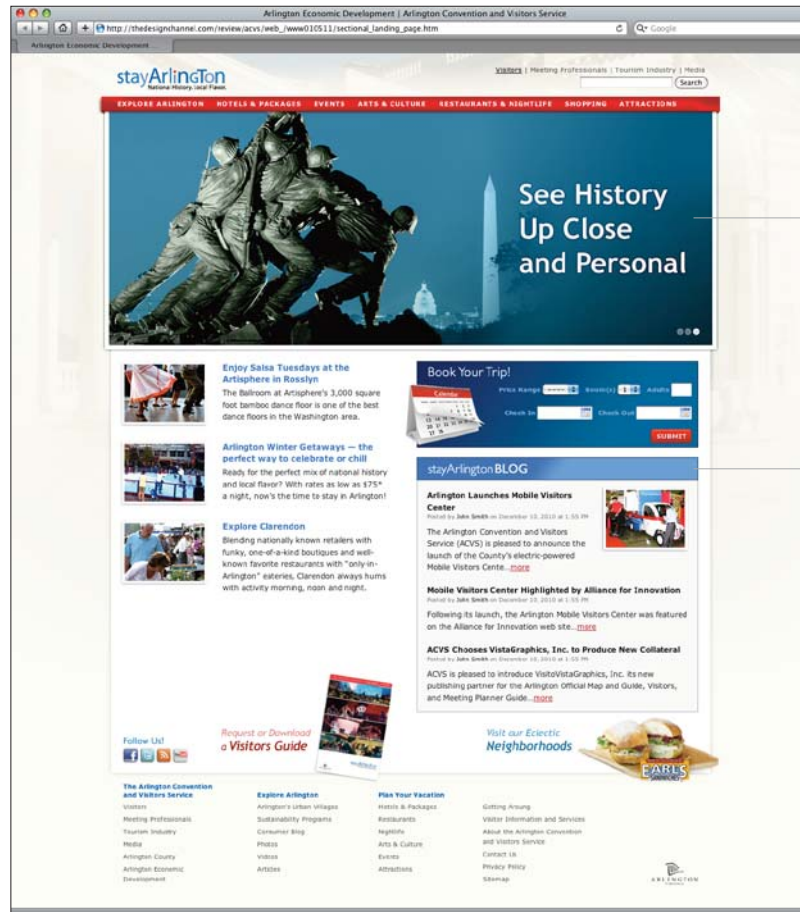
stayArlington

The StayArlington website has several page template designs and structures that are used throughout the site. These pages have been developed to accommodate specific types of information, presented in a manner that is both interesting and accessible to visitors of the site.

There is a carefully structured architecture and hierarchy among these pages—from the home page to sectional landing pages to other unique pages. More importantly, these page designs are an integral part of the Arlington Convention and Visitors Service brand look and feel.

As the new StayArlington brand gains momentum, one of our greatest challenges is brand integration. We must always strive to create a seamless experience for our audience as they use the web environment to seek out their travel experiences. Consistency is key to building a solid online presence that will reinforce our reputation as a unique destination.

This page and the following four pages show our unique page templates.



Home Page

### Home Page Usage

The home page template is only used on the the home page of the website. It should not be used for any other purpose.

### Hero Image

The hero image offers the ability to promote key aspects of the destination in an immediate and emotionally engaging manner.

### Blog

The blog provides significant benefits for both consumers as well as search engines. New blog posts should be created at least once every two weeks.

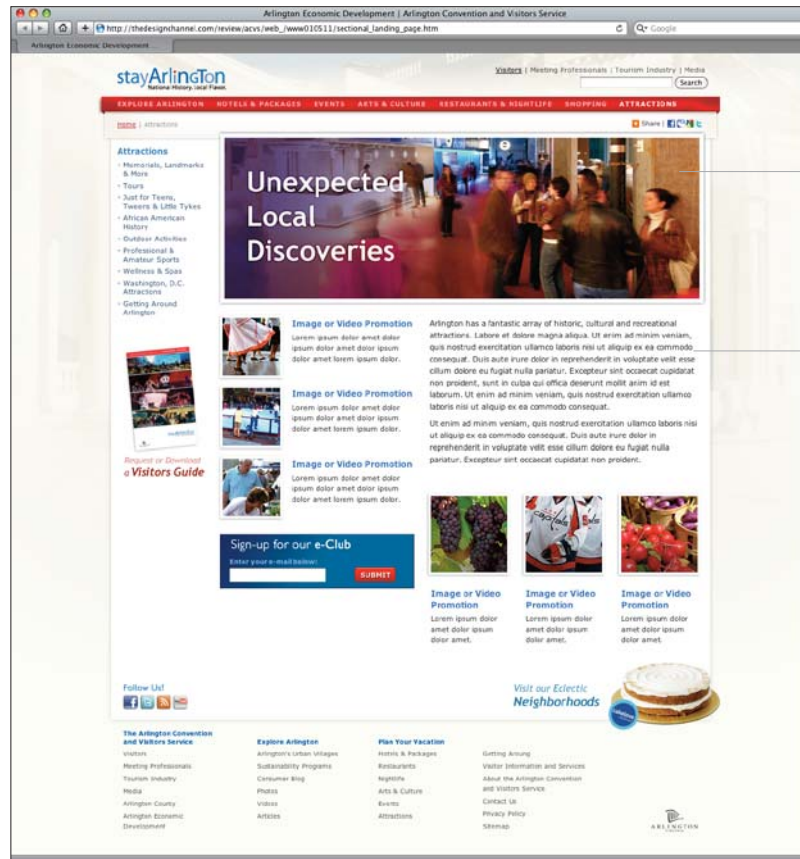
## Website • Templates

## Arlington Convention and Visitors Service

Typically a Content Management System (CSM) allows administrators to create new pages by selecting one of a series of “templates” and then editing that page to contain the content desired. The templates define what portions of the page are editable and non-editable.

The Sectional Landing Page template will be used when creating the landing pages for new sections of the site. Pages created using this template provide access to more detailed content within a section of the site.

Examples of landing pages include *Attractions*, *Explore Arlington* and *Shopping*.



Sectional Landing Page

### Hero Image

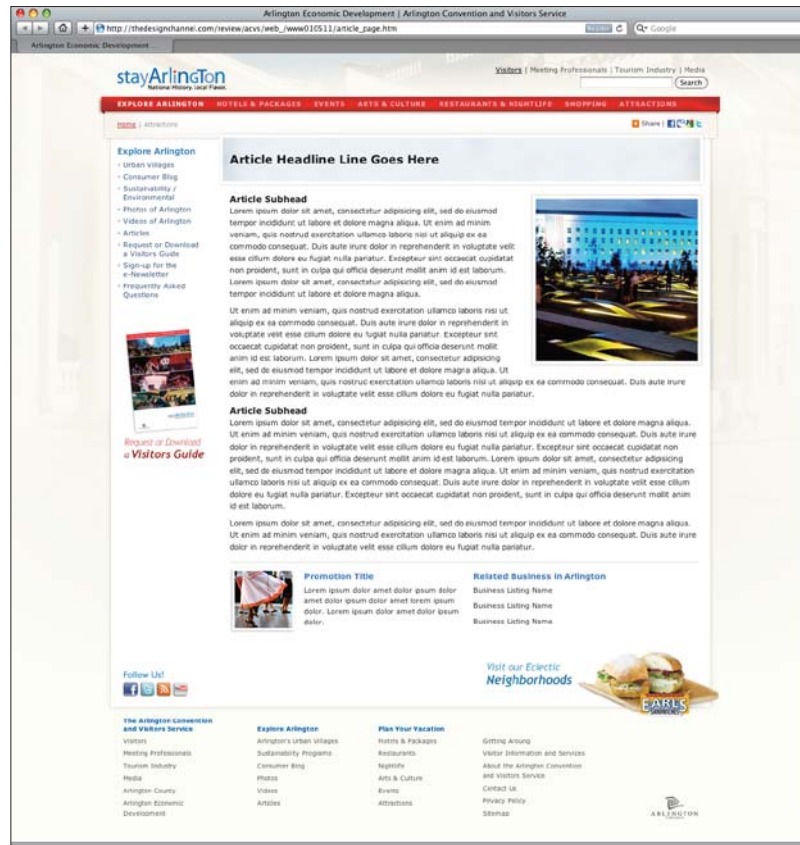
The purpose of this area is to introduce the concept via a strong graphical element and present how Arlington is unique and interesting.

### Lead Copy

The lead copy are provides a way to position the concept in the minds of consumers as well as with search engines. This copy should change on a quarterly basis and reflect the changes interest or offerings for the category.

The Article Page template will be used to create all detailed, copy-heavy pages of the website including articles.

Proper usage of heading tags should be used to denote headlines and subheads in order for search engines to properly understand their meaning.



Article Page

## H1 Heading Tag

The H1 tag should be used for the headline and there should only be one H1 tag on each page.

## H2 Heading Tag

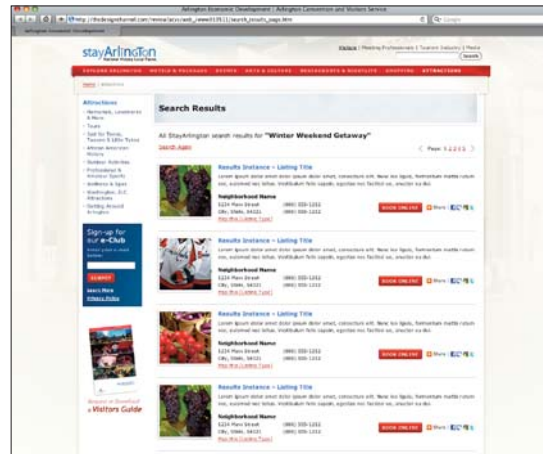
The H2 tag should be used for the primary navigation titles.

## H3 Heading Tag

The H3 tag should be used for first-level subheads and there can be more than one H3 tag on a page.



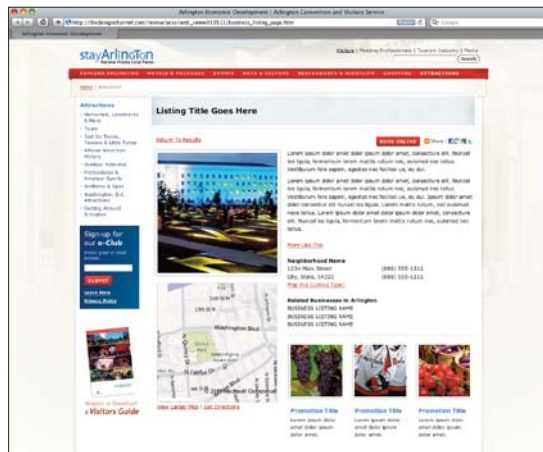
These page templates are designed to be  
utilitarian in nature – providing the user with  
detailed information on search results and more.



Search Results Page Template



Search Page Template



Business Listing Template

## Website • Style Sheet Tabulation

## Arlington Convention and Visitors Service

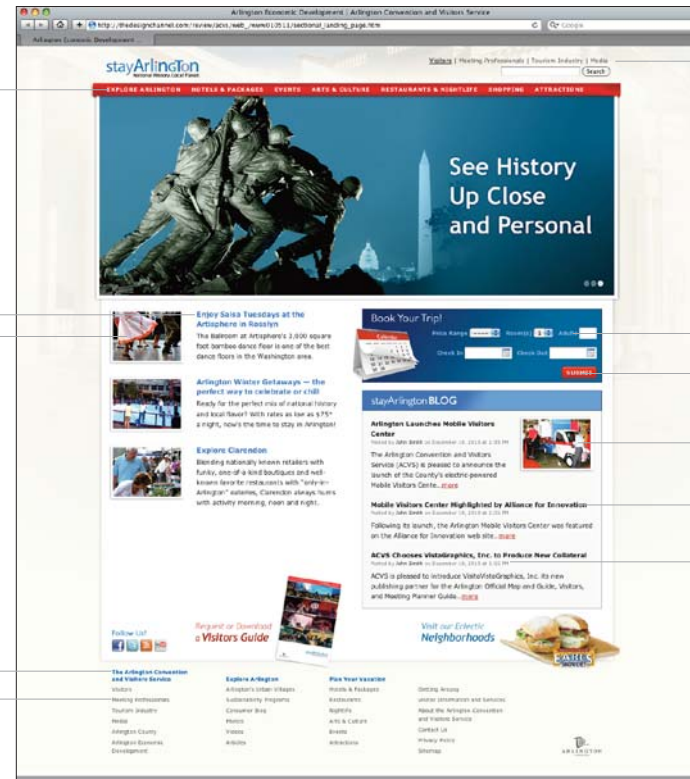
The StayArlington web site is maintained with a Content Management System allowing easy updating of information and content. The styles associated with specific pieces of content are predefined within the CMS in order to maintain a consistent look and feel over time.

This page and the following two pages present the nomenclature for the predefined styles and illustrates where they are applied within the templates.

id="primarynav"  
class="sf-menu"  
a class="sf-menu"

class="promofont1"  
class="promoimage1"

class="footercategory"  
a class="footercolumn"



a class="siteverticallinks"  
a id="visitorsnav"

class="formlabels"  
class="mybutton"

class="blogimage1"

class="blogheadlinefont"

class="bloginfo"

Home Page Template



## Website • Style Sheet Tabulation

## Arlington Convention and Visitors Service

id="breadcrumblinks"  
heading="H2"

a class="sidenavlinks"

class="promoimage2"

class="promofont2"

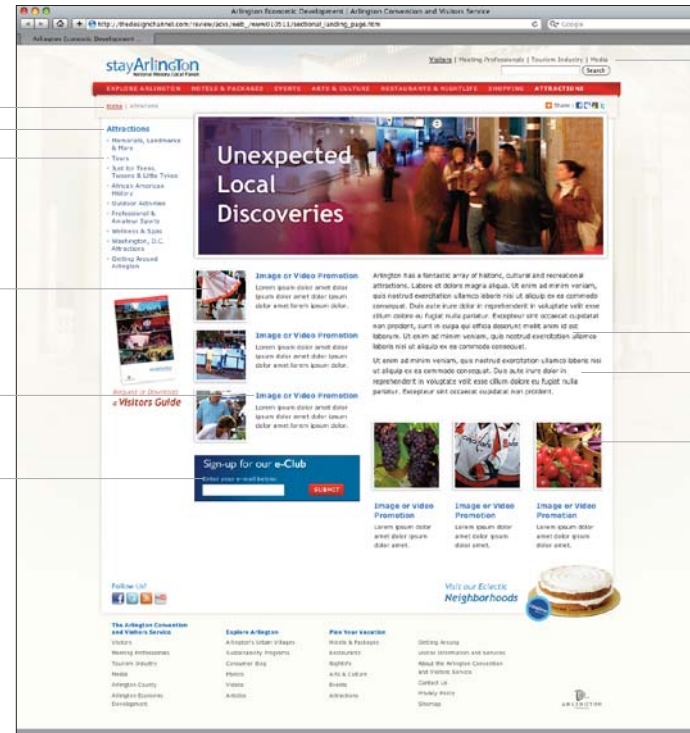
class="formlabels"

class="primarynav"  
a class="current"

class="promoimage3"

class="promofont2"

class="subpromoinfo"

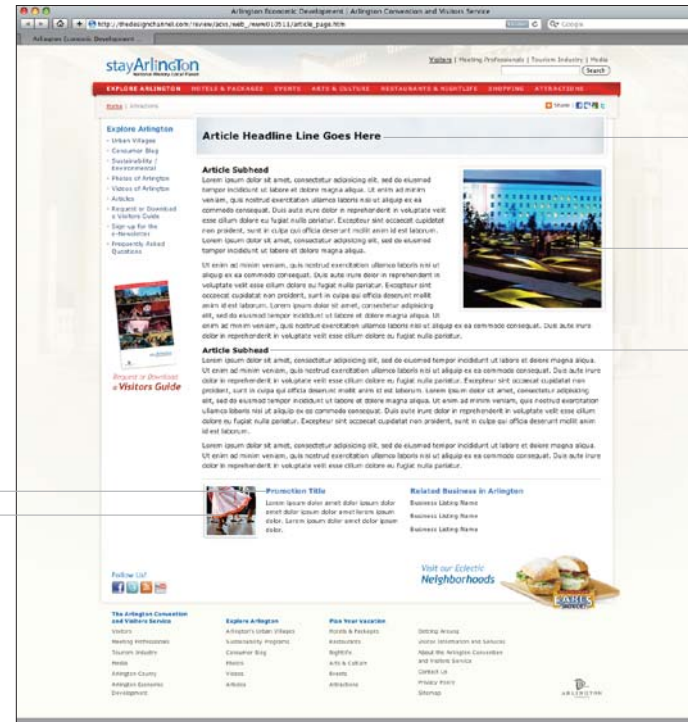


Sectional Landing Page Template

## Website • Style Sheet Tabulation

## Arlington Convention and Visitors Service

class="promofont2"  
class="promoimage2b"



heading="H1"

id="articleimage1"

heading="H3"

Article Page Template

This page breaks down all of the font styles into their individual properties including font face, size, weight, color, etc.

This will be especially helpful when developing other web-based stayArlington projects outside of the CMS where styles will have to be manually defined.

### body (default)

Font: Verdana  
Font Size: 12px  
Line Height: 1.6em  
Color: #222222

### Site Vertical Links (visitorsnav)

Font: Verdana  
Font Size: .875em  
Color: #4D4B40  
Link Hover Color: #000000  
Link Hover Style: Underlined

### Primary Navigation Links (primarynav)

Font: Verdana  
Font Weight: Bold  
Font Size: 10px  
Letter Spacing: 1px  
Link Color: #FDB4BB  
Link Hover Color: #FFFFFF

### Promotion Headline 1 (promofont1)

Font: Verdana  
Font Weight: Bold  
Font Size: 1.1em  
Line Height: 1.4em  
Color/Link Color: #467DCF  
Link Hover Color: #3865A7  
Link Hover Style: Underlined

### Promotion Headline 2 (promofont2)

Font: Verdana  
Font Weight: Bold  
Font Size: 1.1em  
Line Height: 1.4em  
Color/Link Color: #467DCF  
Link Hover Color: #3865A7  
Link Hover Style: Underlined

### Footer Category (footercategory)

Font: Verdana  
Font Weight: Bold  
Font Size: .85em  
Line Height: 1.4em  
Color: #0058B2

### Footer Links (footercolumns)

Font: Verdana  
Font Size: .85em  
Line Height: 1.6em  
Color: #4D4B40  
Link Hover Color: #000000  
Link Hover Style: Underline

### Blog Headline (blogheadlinefont)

Font: Verdana  
Font Weight: Bold  
Font Size: 1em  
Line Height: 1.2em  
Link Color: #222222  
Link Hover Color: #000000  
Link Hover Style: Underline

### Form Labels (formlabels)

Font: Verdana  
Font Weight: Bold  
Font Size: .8125em  
Line Height: 1em  
Color: #87B5E6

### Bread Crumb Links (breadcrumblinks)

Font: Verdana  
Font Size: .8125em  
Color: #86847F  
Link Color: #4D4B40  
Link Style: Underlined  
Link Hover Color: #000000  
Link Hover Style: Underlined

### Side Navigation Links (sidenavlinks)

Font: Verdana  
Font Size: .9em  
Link Color: #2F496F  
Line Height: 1.3em  
Link Hover Color: #141F2F  
Link Hover Style: Underlined

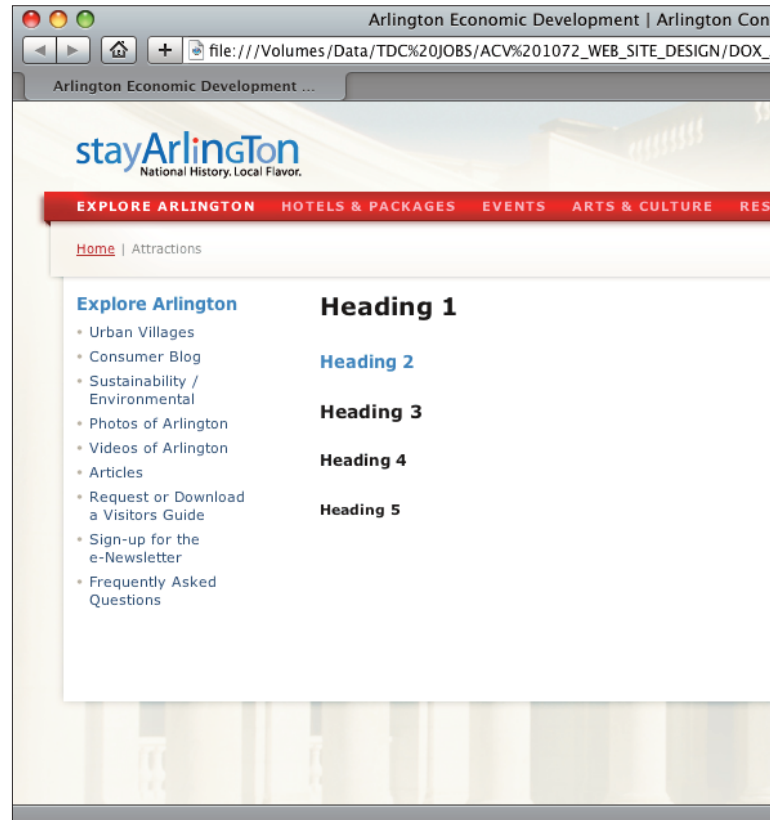
## Website • Heading Hierarchy

## Arlington Convention and Visitors Service

This page illustrates the hierarchy of the heading styles along with the specific characteristics that define each heading, including font weight, size and color. These heading styles are predefined within the CMS and should be used in a consistent manner throughout the website. Utilizing this heading hierarchy is one of the best ways to differentiate content and help readers scan the content more easily.

Additionally, heading tags are very important from a search engine optimization standpoint because they are used by search engines to identify words and phrases that are more important than the rest of the page text.

For this reasons, heading tags are reserved for concise, highly pertinent information such as article headlines, subheads, subnavigation titles, etc.



### Heading 1 (H1)

Font: Verdana  
Font Weight: Bold  
Font Size: 1.6em  
Color: #222222

### Heading 2 (H2)

Font: Verdana  
Font Weight: Bold  
Font Size: 1.1em  
Color: #4680b3

### Heading 3 (H3)

Font: Verdana  
Font Weight: Bold  
Font Size: 1.2em  
Color: #222222

### Heading 4 (H4)

Font: Verdana  
Font Weight: Bold  
Font Size: 1em  
Color: #222222

### Heading 5 (H5)

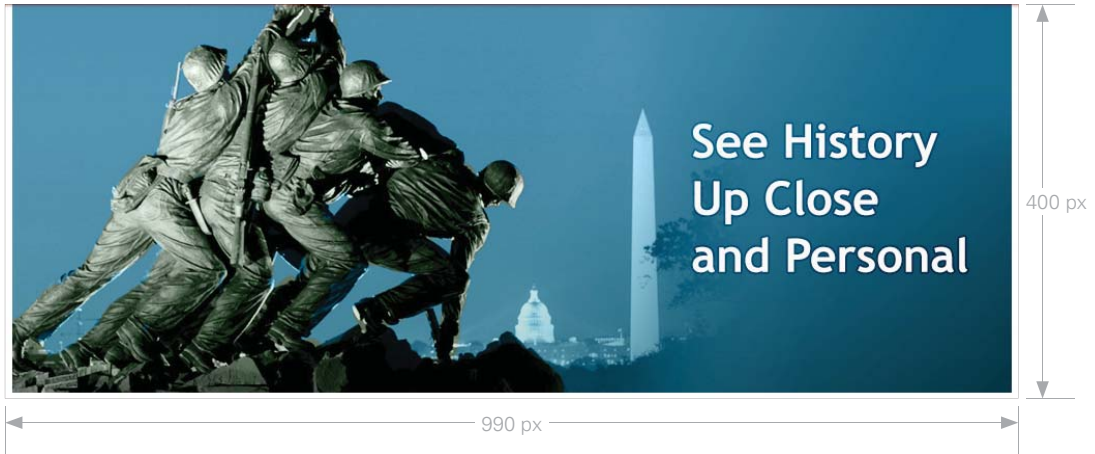
Font: Verdana  
Font Weight: Bold  
Font Size: .875em  
Color: #222222

## Website • Image Sizes

Arlington Convention  
and Visitors Service

This page and the following page define the various sizes of images used through the website. The proper formatting of every image is vital to maintaining the overall design and structural integrity of the website.

Homepage Hero Image Size



Homepage Promo Image Size



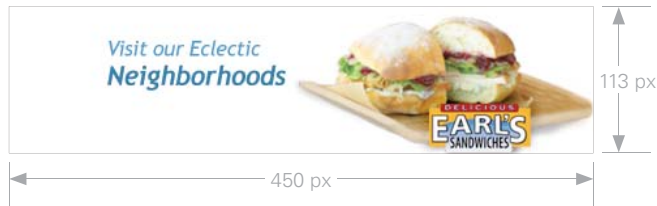
Blog Post Lead Image Size



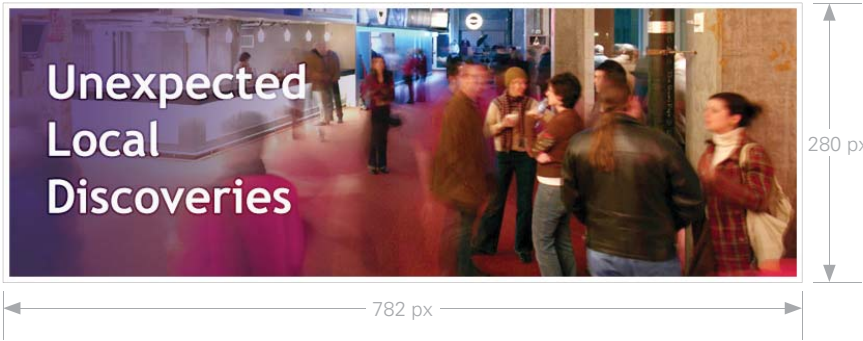
Homepage Feature Image Size



Local Flavor Feature Image Size



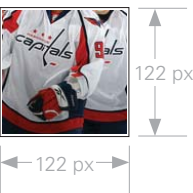
Sectional Landing Page Image Size



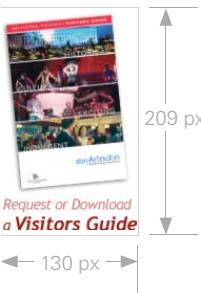
Subpage Promo Image Size



Cross Promo Image Size



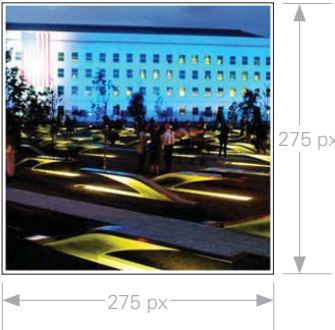
Subpage Feature Image Size



Category Positioning Image Size



Article Image Size





## Website • Image Treatments

## Arlington Convention and Visitors Service

The main images or “hero images” on the home page and sectional landing pages need special graphical treatment. First and foremost, these hero images need to be strong, memorable photos of unique Arlington sites or events. Each image composition should be dynamic with vivid color and focused on one Arlington site or event.

Each hero image contains an emotive, pithy headline that complements the image and should be styled as indicated on the right.

Hero Images



Hero Image Headline Style

Font: Trebuchet  
Font Weight: Bold  
Font Size: 45 px  
Font Color: White  
Leading: 55 px



## Website • Image Treatments

## Arlington Convention and Visitors Service

Other supporting images also need special graphical treatment.

A part of the StayArlington brand style is to silhouette images to accentuate their significance and to make them more iconic to Arlington.

These silhouetted images are placed to break the frame of the website in order to capture attention and generate interest.



### Local Flavor

Silhouetted images depicting the eclectic neighborhood vibe of Arlington should be carefully chosen and dispersed throughout the website.

### Featured Resources

Images of valuable resources can also be silhouetted as a way of calling attention to them and generating interest.



## Website • Color Palette

Arlington Convention  
and Visitors Service

This page provides a snap shot of all of the colors that are used throughout the website along with corresponding RGB and Hexidecimal color codes.

### Pure Branding Colors



PMS 1797C

CMYK: 0, 100, 90, 0  
RGB: 228, 27, 35  
Hex: 006699



PMS 286C

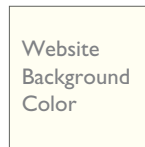
CMYK: 100, 60, 0, 0  
RGB: 0, 93, 170  
Hex: 006699



PMS 616

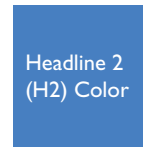
CMYK: 0, 10, 35, 15  
RGB: 236, 226, 169  
Hex: ece2a9

### Website Colors



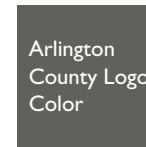
Website  
Background  
Color

RGB: 255 255, 245  
Hex: #FFFFF5



Headline 2  
(H2) Color

RGB: 70, 125, 207  
Hex: #467DCF



Arlington  
County Logo  
Color

RGB: 96, 97, 92  
Hex: #60615C



Side  
Navigation  
Bullet Color

RGB: 186, 175, 158  
Hex: #BAAF9E



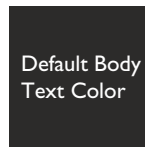
Side  
Navigation  
Link Color

RGB: 47, 73, 111  
Hex: #2F496F



Footer  
Category  
Color

RGB: 0, 88, 178  
Hex: #0058B2



Default Body  
Text Color

RGB: 34, 34, 34  
Hex: #222222

