

# PARTNER DIGITAL TOOLKIT



Your communication channels are powerful tools for helping celebrate the launch of Arlington's new tourism branding and positioning. Please reference the copy and graphics below to share why it's [#AllinArlington!](#)

## POSITIONING STATEMENT

Arlington's time has come. This very special place is ready to step out from the shadows of Washington's monuments and be its own entity. Arlington has so much to offer destination seekers, whether they're craving cultural experiences, historic discoveries, or unexpected adventures.

For prospective residents, Arlington combines the best of city life and urban outdoor living. For entrepreneurs, this is where leading-edge technology and innovation thrive. It's Arlington's moment to shine and let everyone know, no matter what they're looking for, it's all in Arlington.

## LOGOS



## COLORS

### ULTRAMARINE

RGB 0-119-139  
CMYK 100-36-38-8  
HEX 00778B

### PEACOCK

RGB 0-51-51  
CMYK 92-51-60-64  
HEX 003333

For more details on our new brand colors, typography and more, please reference our Brand Guidelines document.

# SOCIAL MEDIA GUIDE

Use **#AllinArlington** across all platforms! Share a photo of your business with the copy below or similar to engage with our new brand on social media.

## GENERAL SOCIAL MEDIA COPY

- Whether you're seeking outdoor adventure, craving cultural experiences, or historic discoveries, you'll find it's #AllinArlington!
- Arlington is a hub for technology and innovation. The perfect combination of city life and urban living. To put it simply, it's #AllinArlington.
- From astonishing historic attractions to a thriving arts scene and remarkable global cuisine, you'll never want to leave because it's #AllinArlington!

## PARTNER SPECIFIC SOCIAL MEDIA COPY

- [INSERT PARTNER NAME] is proud to be part of a dynamic and innovative destination. From unique cultural experiences to historic discoveries and incredible global cuisine, we have so much to offer visitors! #AllinArlington
- It's Arlington's time to shine, and we've been ready for it. Our [INSERT TYPE OF BUSINESS] is committed to demonstrating the best of our destination and showing visitors why it's #AllinArlington!

## SOCIAL MEDIA POST SAMPLES



Follow us on social!  
**@stayarlington**

