

**BRAND GUIDE** 



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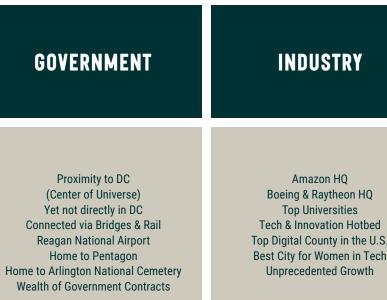
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### **KEY INSIGHT**



## **ALL IN ON ARLINGTON**

Arlington provides our various audiences with unparalleled Experiences, Opportunities and Quality of Life. (Supported by its wholly unique offering of Government, Industry and Culture)



# BRAND HOUSE

#### CULTURE

Modern Architecture & City Planning Restaurants, Bars & Shopping Arts. Theatre & Culture No. 4 Best Place to Live in the U.S. 100% Municipal Equality Index Safest Cities Award Most Educated Cities Award Fittest City in America America's Most Walkable Suburb Best Town in VA for LGBTO Families



### **BRAND POSITIONING**

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.

### **BRAND PERSONALITY**

#### HUMBLE

Arlington isn't boastful. It's always practiced quiet humility and self-assurance. We know we're across the river from one of the world's most famous and powerful cities. So we created our own stories and expanded our influence, one neighborhood at a time. We concentrated on being inclusive to everyone from all walks of life. We've supported our local businesses and artists. And we've done this by building a strong grassroots community. We accomplished a lot, but without a lot of shouting.

#### CONTEMPORARY

To put it simply, we're rockin! There's so much happening in Arlington, you can feel the energy, the excitement, and the spirit right here. Maybe there's a Broadway show coming to the Signature Theatre. Or another celebrity chef just opened a new restaurant. Or an international artist's work is showing at a new gallery. We've been called a "hotbed of cultural abandon." We'll take that as a compliment and keep the vibe going as we encourage the most current artistic expression to thrive here.

#### INTELLIGENT

We're one of the most highly educated localities in the country but there's more to being "book smart." We pride ourselves on being smart about living a healthy lifestyle, staying fit, encouraging our kids in school (ok, we'll brag about this: our diverse student body has an on-time graduation rate of 94%). And because we're home to several universities, public policy centers and government institutions, our communities have always stayed current, well-informed and on top of the latest events.

#### WELCOMING

Our arms are open wide and not only to visitors but to new businesses and new residents. Arlington has been attracting the best and the brightest in the world of technology, government, and innovation. No wonder Amazon selected us as the company's new headquarters. When families, empty nesters and even digital nomads look for a place to put down roots, they've overwhelmingly been drawn to the lifestyle Arlington offers them. Come walk across our welcome mat and feel right at home.

## **ARLINGTON** Virginia

ARLINGTON

Primary logo for use.





### COLOR LOGOS (PRIMARY)





Approved color usage for primary logos.



### **COLOR LOGOS (SECONDARY)**





Approved color usage for secondary logos.









#### **B+W LOGOS**



Approved grayscale logos for usage. (all & in are at 50% opacity)



## ARLINGTON Virginia

Approved white logos for usage. (all & in are at 60% opacity)





## LOGO CLEAR SPACE



To ensure legibility, always keep a minimum clear space around the logo.









Here are examples of what to do with our logo.





#### VISIT TODAY



 $\checkmark$ 















Here are examples of what **NOT** to do with our logo.



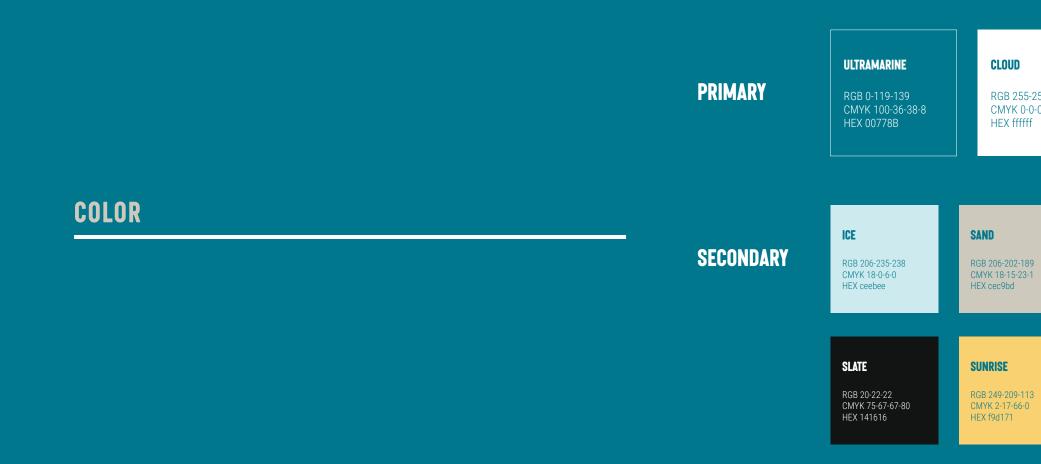












RGB 255-255-255 CMYK 0-0-0-0 HEX ffffff

#### PEACOCK

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

#### MERCHANT TRACKING: 50

BOLD ROUND USE FOR HEADLINES (ALL CAPS)

## 1234567890

Parkside Tracking:0

Rr Ss It Uu Vo Ww Xx Yy Zz 1234567890

Roboto Condensed TRACKING: 0

Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

### TYPOGRAPHY

Regular use for subheads

REGULAR & LIGHT

use for 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

## Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr