

ALL ARLINGTON
Virginia



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KEY INSIGHT

**ALL IN ON
ARLINGTON.**

BRAND HOUSE

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)

GOVERNMENT

Proximity to DC
(Center of Universe)
Yet not directly in DC
Connected via Bridges & Rail
Reagan National Airport
Home to Pentagon
Home to Arlington National Cemetery
Wealth of Government Contracts

INDUSTRY

Amazon HQ
Boeing & Raytheon HQ
Top Universities
Tech & Innovation Hotbed
Top Digital County in the U.S.
Best City for Women in Tech
Unprecedented Growth

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 LGBTQ 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
Virginia

Primary logo for use.

COLOR LOGOS (PRIMARY)



COLOR LOGOS (SECONDARY)

ARLINGTON
Virginia

ARLINGTON
Virginia

ARLINGTON
Virginia

B+W LOGOS



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

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.

DO'S



VISIT TODAY



Here are examples of what to do with our logo.

DONT'S



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

COLOR

PRIMARY

ULTRAMARINE

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

CLOUD

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

PEACOCK

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

SECONDARY

ICE

RGB 206-235-238
CMYK 18-0-6-0
HEX ceebee

SAND

RGB 206-202-189
CMYK 18-15-23-1
HEX cec9bd

SLATE

RGB 20-22-22
CMYK 75-67-67-80
HEX 141616

SUNRISE

RGB 249-209-113
CMYK 2-17-66-0
HEX f9d171

TYPOGRAPHY

BOLD ROUND

USE FOR HEADLINES (ALL CAPS)

MERCHANT

TRACKING: 50

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

Parkside

Tracking: 0

Regular

use for subheads

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Condensed

TRACKING: 0

REGULAR & LIGHT

use for body copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0