

BRAND STANDARDS HANDBOOK.

VIRGINIA IS FOR LOVERS &
BEACHES & MOUNTAINS &
HISTORY & OUTDOORS &
WINE & OYSTERS & CRAFT
BEER & FOOD & MUSIC &
FAMILIES & **EVERYONE.**

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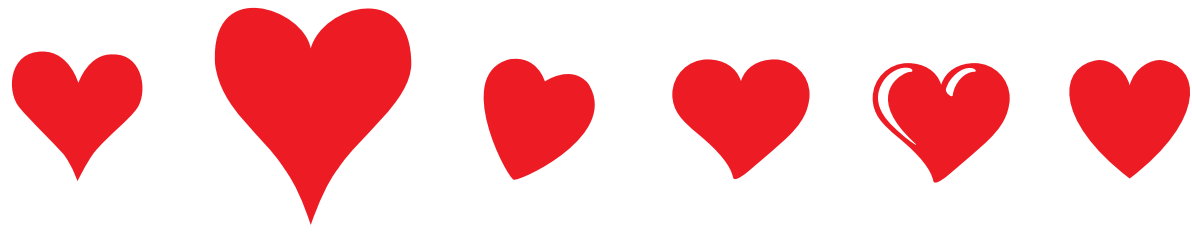
Introduction

WHAT IS BRANDING?
WHY IS IT IMPORTANT?

Branding is more than just a logo or slogan. Branding is how we shape the entire perception of Virginia is for Lovers in the minds of our audience and consumers. It's the guiding light behind all of our marketing and communication efforts, therefore, it is important to define exactly what the VIFL brand is and for everyone who represents VTC to be a good steward of our brand.

The more consistent we can be across our consumer touch points, the better our consumers will understand our brand and what we have to offer them.

By using this book to define the building blocks of our brand, we ensure that whenever a consumer interacts with us, whether it's at a Virginia Welcome Center, an Instagram post, or an ad in a magazine, they have a high quality, consistent experience that translates into higher awareness, consideration, and conversions.



The evolution of the Virginia is for Lovers heart icon from 1969 to present.



Anne sailed from England to the year-old colony of Jamestown with her mistress and 140 men. And here the young maidservant met and married John Laydon, carpenter. Theirs was the first wedding in the American colonies. And the first Virginia honeymoon. But not by any means the last. John and Pocahontas Rolfe, George and Martha Washington, Tom and Martha Jefferson, among others, all honeymooned here. Now it's your turn. And there's a very special place here for just the two of you. Our 100-page booklet and honeymoon brochure will help you find it. Write Virginia State Travel Service, 911 E. Broad St., Richmond 23219, phone: (703) 770-4484.

Or 11 Rockefeller Plaza, New York, N.Y. 10020, phone: (212) 245-3050. Or 906 17th St., N.W., Washington, D.C. 20005, phone: (202) 293-5350. Then come and spend a very happy honeymoon in Virginia. It's a wonderful place to start something.

Virginia is for Lovers.

The year was 1969.

“Virginia is For Lovers” was created more than 50 years ago, and it’s become one of the most beloved and iconic slogans in the world. While it’s meant a lot of different things to a lot of different people over the years, one thing remains the same: LOVE.

The phrase came from a creative team headed by George Woltz of Martin & Woltz Inc., the Richmond advertising agency that won the Virginia State Travel Service account in 1968. According to Martin, a \$100-a-week copywriter named Robin McLaughlin came up with an advertising concept that read, “Virginia is for history lovers.” For a beach-oriented ad, the headline would have read, “Virginia is for beach lovers”; for a mountains ad, “Virginia is for mountain lovers,” and so on. Martin thought the approach might be too limiting. Woltz agreed, and the agency dropped the modifier and made it simply “Virginia is for Lovers.” The new slogan debuted in a 1969 issue of “Modern Bride.”

The phrase was considered bold and provocative, but it was also just plain smart from a marketing perspective. It planted a seed — a new image of a more exciting Virginia — with a generation that would become the most sought-after group of spenders ever to wield a credit card.

“Virginia is for Lovers” was inducted into the Madison Avenue Advertising Walk of Fame on September 21, 2009. The slogan was included in the Advertising Icon Museum alongside fellow 2009 inductees, the AOL Running Man, the Budweiser Clydesdales, and State Farm’s “Like a Good Neighbor, State Farm is There.” This recognition came on the heels of Forbes.com tapping “Virginia is for Lovers” as one of the top ten tourism marketing campaigns of all time.

But first, a history lesson.

OUR BRAND VALUES

OUR MISSION

Promote the Commonwealth of Virginia as a premier travel destination by showcasing all there is to love in a Virginia vacation.

OUR PURPOSE

**To share the joy of
traveling in Virginia
with the world.**

**OUR BRAND
PILLARS**

Passion

Inspiration

Fun

Authenticity

Diversity

Inclusion

**WHO
ARE WE
SPEAKING
TO?**

Our audience at a glance

VIRGINIA IS FOR TRAVELERS SEEKING ENRICHMENT

The core of Virginia's paid marketing efforts promote an abundance of diverse outdoor adventures, immersive local culture and nightlife, and iconic experiences unique to Virginia. Therefore, the unifying theme behind our five audience clusters lies in the fact that these travelers enjoy seeing all there is to see and doing all there is to do while on a vacation.

The primary audience cluster is the Truly Enriched traveler. This cluster is comprised of young couples and families who are physically active, adventurous, and enjoy experiencing new destinations and cultures.

Additionally, we've identified 4 supporting audience clusters whose lifestyles and travel habits have similarities to the primary Truly Enriched audience.

Expanded Families

These large, often multi-generational families enjoy visiting iconic attractions and prefer a mix of kid-friendly outdoor and leisure activities.

Philanthropic Boomers

Older, upscale couples who are likely to take multiple long vacations in a given year. They enjoy experiencing activities relating to arts & culture and prefer to be active while on vacation.

Affluent Families

Wealthy couples and families who are more likely to luxurious and long vacation. They like learning about new cultures and enjoy visiting places they haven't been to before. They often seek vacations with active and adventurous activities.

Suburban Nightlife

Well-off black couples and families primarily living in cities and suburbia. They prefer to travel in small groups and engage in life enriching experiences through arts, music and food.

A closer look at the Truly Enriched Traveler.



Truly Enriched Travelers, our primary audience cluster, are the most likely to resonate with our marketing efforts as they are a natural fit with our abundance of travel products and experiences -- particularly those centered around Local culture, culinary experiences, and outdoor beauty.

Demographics

This cluster is primarily comprised of 25-35 year old millennial singles, couples or families with very young children. They are generally middle to upper-middle class with household income ranging from \$50K-\$125K. Although majority in this cluster are white, this group has a higher representation of black and Hispanic and is a racially more diverse than any other audience clusters.

Insights

Truly Enriched lead a very active and athletic life. They like to learn new things and experience different life enriching activities relating to arts & culture, sports & outdoors, or food & music. They use social media to a lesser degree than active users but are highly likely to engage with all forms of digital communication channels. They like to travel independently and thoroughly research their destination before traveling.

Preferences

They mostly prefer a vacation with active adventures, but are equally happy going to the beach or a museum. Truly Enriched have active social lives and frequently engage in nightlife activities including live performances. Young families in the group are more likely to visit kids centric attractions like zoos, aquariums, and theme parks.

**WHAT
MAKES VA
UNIQUE?**

Something for everyone

OUR ABUNDANCE SETS US APART

Virginia has beaches, mountains, history, outdoor adventure, a food scene, arts & culture, and so much more. Because of this, Virginia isn't known for any one thing **and that's a good thing.**

A Virginia vacation isn't defined by a singular activity. With our focus on the enriched traveler, our abundance of travel experiences is what differentiates us from competing destinations in the eyes of travelers who want variety in their vacations.

Routinized Travelers Vs Enriched Travelers

Routinized travelers are those whose vacations typically consist of the same type of activity every year. They know where they want to go and what they want to do. They don't stray from these plans often. For example, this may be a family who spends a week at the same beach house every year for their summer vacation. Virginia can still offer compelling travel experiences to these types of travelers, but they won't get to experience all the other amazing things that makes Virginia a great place to vacation.



Our commitment to diversity, equity, and inclusion

Black travel is essential

Black travelers as a group have been under-prioritized and under-served for too long. Virginia is working to change that. Creating a more inclusive and equitable travel experience for Black travelers is not only the right thing to do, but it also represents a significant tourism opportunity for the state. Because of our unique role in the history of race in America, it is important that we prioritize making all travelers, especially Black travelers, feel welcome, safe, and that they belong here when they visit. Virginia is committed to telling the whole story of our history in an inclusive, authentic way.

VIRGINIA IS FOR EVERYONE

As a travel brand, we believe in the power of travel. Travel can be transformative. And, it's one of the most effective ways to change how we understand the world around us. Seeing the world through travel exposes us to different cultures, history, heritage, cuisine, art, and, most importantly, people.

Virginia is for Lovers stands for equity, diversity, and inclusion. We believe that LOVE—and action—will be what moves us forward.

Pride in Virginia

Since 1969, our famous state slogan has inspired travelers from all over the world to visit the Commonwealth. Today, Virginia is for all Lovers, and is a welcoming destination for LGBTQ+ travelers to visit with their loved ones. Promoting fun, safe travel experiences for LGBTQ+ travelers and their loved ones is a key part of our ongoing messaging and marketing efforts.

Accessibility

Virginia's diverse and exciting travel experiences should be enjoyed by everyone, including those with access needs. We are committed to providing safe, equitable, accessible and joyful experiences for all travelers of all ability levels.

Looking forward

We are always working hard to curate content, resources, and travel inspiration for all travelers. We are currently developing new resources for additional groups and communities such as LatinX and Hispanic, Asian American, Asian Pacific Islander Desi American (APIA), and Indigenous Americans.

Virginia 
is for everyone.

*Retired "Virginia is for everyone" graphic:
Created by the Martin Agency in 2017, this graphic was a spin on the original 1969 Virginia is for Lovers logo.*

OUR BRAND IDENTITY

What is brand identity?

Brand identity answers two very important questions.

“What does our brand act like?” & “What does our brand look like?”. In other words, our brand identity is comprised of our brand personality and brand visuals.

The answers to these questions will inform things as simple as what colors we use to more complex things like what kinds of emotions we want the consumer to feel when they interact with us. Our brand identity makes up the playbook for our creative team to stay visually consistent across different platforms, our social teams to be more engaging with our followers, and all of our staff to represent our brand properly.

A couple is walking away from the camera on a sandy beach at sunset. The woman is wearing a light blue lace dress and carrying a colorful beach bag. The man is wearing a pink shirt and striped shorts, carrying a beach chair. In the background, other people are walking on the beach, and the sun is low on the horizon, creating a warm, golden glow.

Brand Personality

BRAND VOICE

Fun-loving and conversational. Insightful and informative.

We are the knowledgeable friend who always knows about the hottest spot in town or that fun new thing you have to do this weekend. We are fun-loving, enthusiastic travel experts who are passionate about inspiring others to see the unique people, places, and experiences that make Virginia a place worth being.

Sometimes we are more matter-of-fact. Other times we are witty with a touch of quirky. But no matter what, we will always stand for love and remind the world that Virginia is for everyone.

Brand visuals

DESIGN LANGUAGE FOR OUR CLASSIC BRAND

Our design philosophy is best characterized by refined, utilitarian design concepts that rely on minimalistic compositions paired with polished typography and real, inspiring photography to establish a timeless aesthetic. In order to keep things fresh, we continually explore new design concepts using iterative changes overtime. Our designers' primary goal is to retain the timeless look of our brand while keeping up with contemporary design trends -- particularly on new platforms where trends evolve quickly.

Our logo

BRAND VISUALS

Primary: Stacked Three Line



Secondary: Horizontal Single Line



Color Variations:



Over the years, the Virginia is for Lovers logo has taken on many styles, but the bold tagline and iconic red heart have always been the foundation for all of our logos.

Our current logo, which we refer to as the “retro logo”, is available in stacked and single-line versions and with black or white lettering. The heart must be red whenever possible. When a single color logo is required, the heart should match the color of the lettering.

The primary version of the logo is the stacked, 3-line version, but the horizontal version may be used if space or size are a concern.



Some things you shouldn't do

- Do not recreate the logo using other typefaces. The retro logo was hand lettered and was not made using a commonly available typeface.
- Do not display the heart in a color other than red, white or black.
- Do not reformat the logo. The logo must only be displayed in 1-line or 3-line formats.
- The logo must be displayed with solid fill shapes and lettering.
- The heart must only be used in place of the letter V in “Lovers”. It may not appear as a letter replacement in other words.

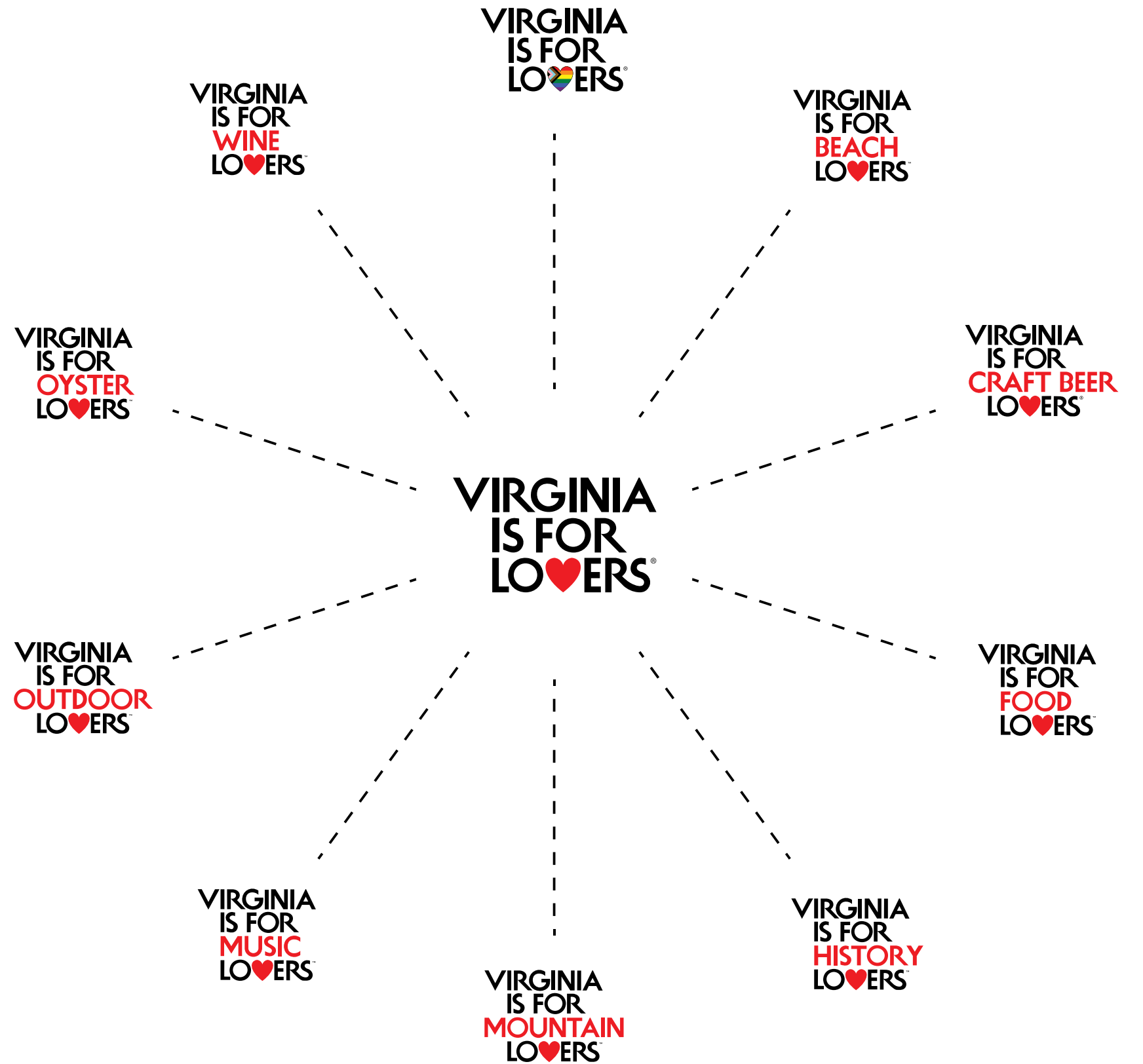
Sub-brands & variations

Sub-brand Logos

As a way of more clearly defining what Virginia is for Lovers means, we maintain a catalog of sub-brand logos which point to specific travel experiences and themes. We have ten primary sub-brand logos which relate to key travel products in Virginia such as wine, music, outdoors, etc. These logos are no longer a core part of our high-level brand messaging, but they remain a useful tool for industry partners to elevate their marketing by leveraging our brand.

These sub-brand logos follow the standardized “Virginia is for ___ Lovers” format. No other variations are permitted. Sub-brand logo design may not be altered or redesigned.

Virginia travel and tourism partners may request these sub-brands through a logo request process. These requests are reviewed by the VTC Brand Team to ensure they are in line with brand guidelines and demonstrate a clear connection to Virginia travel products.



Brand Collaborations

Virginia is for Lovers partners with many other state agencies, brands, and partners. When a visual representation of the partnership is desired, we will utilize a standardized format with both logos presented with an "X" graphic in between.



**VIRGINIA
IS FOR
LOVERS**



BRAND VISUALS

Let's
talk
color

Primary Color Palette

The Virginia is for Lovers primary color palette is a straightforward combination of black, white, and VIFL Red. This primary color palette is the foundation of how we utilize color throughout our creative executions.

TRUE BLACK

CMYK 75 / 68 / 67 / 90

RGB 0 / 0 / 0

HEX #000000

WHITE

It's just white.

VIFL RED

CMYK 0 / 100 / 100 / 0

RGB 237 / 28 / 36

HEX #ED1C24

SALMON RED

CMYK 5 / 90 / 75 / 0

RGB 228 / 65 / 69

HEX #E44145

SKYLINE

CMYK 60 / 41 / 35 / 5

RGB 112 / 131 / 143

HEX #70838F

FALL GOLD

CMYK 5 / 25 / 40 / 0

RGB 239 / 194 / 155

HEX #EFC29B

BLUE RIDGE

CMYK 90 / 60 / 35 / 15

RGB 35 / 90 / 120

HEX #235A78

Secondary Color Palette

The secondary color palette was created to address logistical challenges when designing reports, infographics, etc. where additional colors may be necessary to clearly communicate information and data.

These secondary colors should be used to bring subtle touches of color to creative pieces as needed, but should otherwise be used thoughtfully and sparingly by the designer to create visual impact.

DEEP RED

CMYK 20 / 100 / 95 / 0

RGB 201 / 37 / 47

HEX #C9252F

SKY BLUE

CMYK 70 / 20 / 15 / 0

RGB 66 / 162 / 195

HEX #42A2C3

MEADOW GREEN

CMYK 40 / 0 / 30 / 0

RGB 153 / 212 / 192

HEX #99D4C0

CHESAPEAKE

CMYK 85 / 40 / 35 / 5

RGB 31 / 122 / 144

HEX #1F7A90

BRAND VISUALS

PHOTOGRAPHY



Our flagship imagery should always feel real and joyful, but most importantly, the imagery should inspire the viewer to “go there and do that.”

We’ll accomplish this by making the viewer feel a part of special moments with Virginia set as a prominent backdrop. We’ll utilize a candid, editorial photography style which captures special moments as they unfold and hint at an unfolding narrative. We want our images to feel like glimpses into the lives of real people experiencing real moments.

Visual style

Rich, natural colors. Warm tones. Sunny skies and inviting spaces. Our flagship imagery must have a distinct sense of place and must avoid feeling too artificial or staged. Our aim is not to create the perfect photograph, but to truly capture the moment.

Travel is fun

A key aspect of Virginia is for Lovers imagery is that we prominently feature “acts of travel”. These can include driving in cars, stopping at roadside destinations, or even packing for the trip itself. These are all real experiences people have before and during their vacations, so we want to embrace that. Traveling to your destination can be just as much a part of the adventure as the destination itself. So take a selfie beside that weird sign. Buy that ugly fridge magnet. Just don’t take it too seriously and remember that travel is always fun.

Moments on film

A new space we are exploring in 2023 and beyond will be the use of film photography throughout our social media. Film photography presents a unique, visually captivating style that emphasizes the moment being captured. Film is slow, finite, and inherently real. Photos captured on film lean into the authenticity of Virginia and invokes a sense of nostalgia for our classic brand.



Typography

This is 9pt Brother 1816 Extra Bold.

BROTHER 1816
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

THIN
LIGHT
BOOK
REGULAR
MEDIUM
BOLD
EXTRA BOLD
BLACK

This is 9pt Asap Bold.

Brother 1816
Brother 1816 Black is our primary brand font. It's used for page titles, headlines, and when we need to grab attention quickly. It's reminiscent of the Logo, but it has some unique traits which give it character and a strong presence on the page. Designers are encouraged to use kerning, tracking, and letting adjustments to establish and maintain consistent visual themes. Additionally, designers may experiment with caps and strokes for impact.

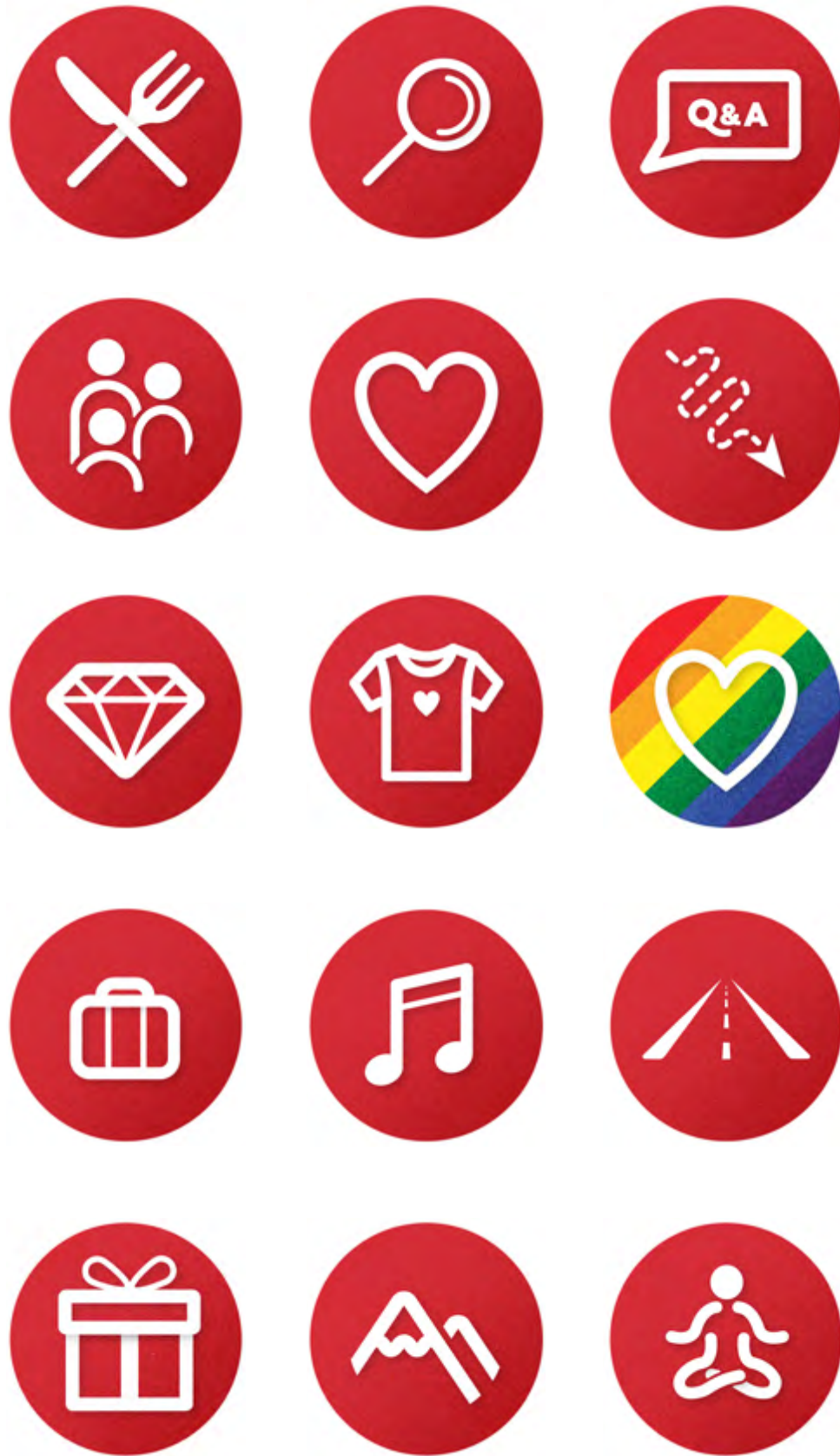
ASAP
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR
MEDIUM
SEMI BOLD
BOLD

This is 9pt Asap Regular.

Asap
Asap Regular is our secondary brand font. It's a versatile, utilitarian typeface which reads well as body copy in a variety of sizes. It doesn't draw too much attention to itself, but in bold weight, it can be used for paragraph titles, sub-headers, or to add emphasis within body copy.

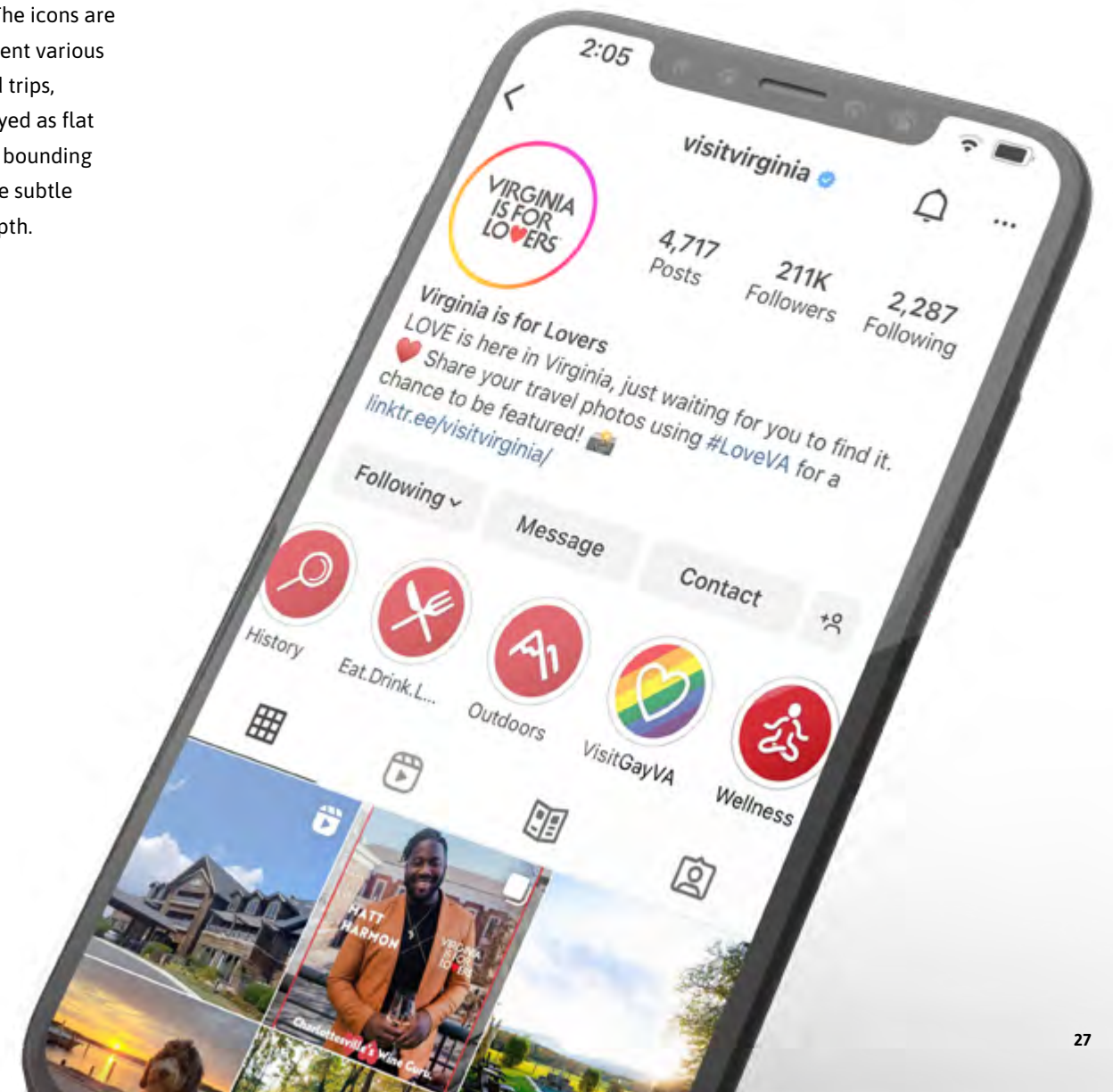
This is 72pt Brother 1816 Black.



BRAND VISUALS

Iconography

Our icons are primarily used on social media, but may appear in other creative executions as needed. The icons are minimalistic, line art-style graphics which represent various brand and travel themes such as family fun, road trips, and outdoor adventure. The icons may be displayed as flat graphics or set against a background or within a bounding box. While not always necessary, icons can utilize subtle shadow treatments to give the graphic visual depth.



OUR CONTENT

Editorial guidelines

The Editorial Mission

Travel messaging is core to everything we put out. Every piece of content must tie back to a person or place to provide visitors with the opportunity to experience all there is to LOVE in Virginia.

The “Virginia is for Lovers” brand stands out for its long history; we are proud to have one of the most recognizable travel brands in the world, so using our messaging of “love” is a great way to create consistent content that readers will immediately identify as our brand.

Tone of voice

Informal, tongue-in-cheek, and relaxed, the tone of the “Virginia is for Lovers” social media channels is the most approachable and informal. Content on these channels should read as a discussion between friends about where to take the next vacation. But while we may include jokes and puns in the copy, we never devalue, belittle, or utilize negativity in our language. Maintaining an uplifting and positive mindset is key to creating an inclusive and welcoming space.

BRAND CHANNELS AT A GLANCE

Instagram

Informal channel that leans heavy into inspirational. The tone can sometimes be quirky, funny and informative. Content centers on brand building, quizzes, roundups, and guides. Use hashtags and emojis sparingly, no more than 3-5 a post. Always use a location tag, tag for partner DMO and tag the photographer when applicable.

Twitter

A mix of quirky and informative. Content shared is usually more news and product focused. Use hashtags and emojis sparingly, no more than 3-5 per tweet.

Facebook

Our most informative channel. The tone can sometimes lean funny but traditionally is inspirational and educational. Content centers on brand/editorial and product features. Always use the location tag and tag businesses and partners when applicable. Use emojis sparingly, do not use hashtags.

Pinterest

Our most inspirational channel. The tone can be quirky at times but mostly sticks to informative. Content shared here is brand building, guides, and product focused. Do not use hashtags.

LinkedIn

Most Formal channel. The tone of voice here leans very informative and is the least quirky or funny out of all the social channels. Content is focused on showcasing VTC programs and impact, brand building, partner stories and thought leadership. Use hashtags sparingly. Do not use emojis.

Blog

The purpose of the Virginia is for Lovers blog is to provide detailed, up-to-date information and support the “Virginia is for Lovers” brand. Inclusivity and diversity is key to the voice used in the blog. The tone should be casual and approachable but informative. It should be less informal than our social media channels but more laid back than Virginia.org content.

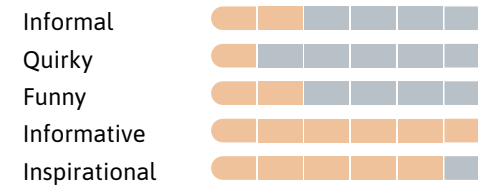
Email Newsletter

The emails sent from Virginia Tourism utilize concise, to-the-point copy, conveying our message in 1-2 sentences. The tone is often informal and conversational, and lighthearted puns in the titles reflect this.

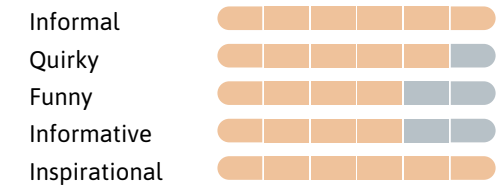
TONE OF VOICE BY PLATFORM

We speak to our audience on many different platforms and channels. While our tone of voice remains consistent at a broad level, different platforms may require us to tweak our tone of voice to better relate to that specific audience. Here are some examples of how we may adjust our tone for different platforms.

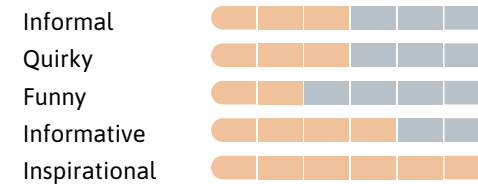
Facebook



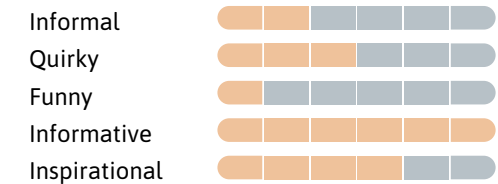
Instagram



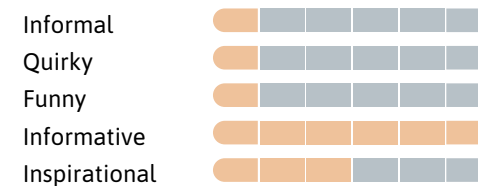
Pinterest



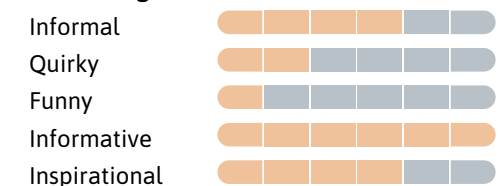
Virginia.org



LinkedIn



Travel Blog





Content strategy

Inspire. Educate. Convert.

Our data-driven content marketing strategy outlines how to create, distribute, and promote highly relevant content necessary to attract, engage, and retain our target audiences.







The editorial goal of VTC is to be the most trusted source for Virginia trip inspiration and information. We use storytelling and compelling images and video to inspire visitors and locals to experience the abundance of Virginia experiences, and to discover for themselves why Virginia is for Lovers.

Our editorial lineup is built to inspire, educate, and convert travelers. Our content focuses on the consumer journey, including trip planning resources and details on things to see and do, places to stay, insider tips, travel deals, and transportation information, to ensure the right content mix to meet consumers where they are in their travel planning process.

Subject Matter Experts

We leverage our staff's expertise to position the VIFL team as go-to experts for Virginia travel insight, and we feature workplace activities to showcase our subject matter experts in action, working on behalf of VIFL to position Virginia as a top travel destination.

Content at a glance

	AUDIENCE DEMOGRAPHICS	WHAT WE SHARE	CONTENT FORMATS	OBJECTIVES	KEY METRICS
	Women ages 25-34 in Richmond, Virginia Beach, Alexandria and Washington DC	Things to do, roundups, brand building, downloads (conversion), quiz content	Stories, Reels, In-feed Post, Guides, Highlights	Brand & Editorial, Product, Conversion	Engagement, Followers, Views
	Senior level employees with job functions in Business Development, Operations & Marketing	VTC Programs and Impact, brand building, roundups, things to do, storytelling, events & festivals	In-feed posts with images or video	Thought Leadership, Brand & Editorial, Product	Engagements, Page Followers, Clicks
	78% male, 25-44 years old	Storytelling, episodic content, brand building	Videos, shorts, playlists	Product, Brand & Editorial	Views, Followers/Subscribers
	25-34 years old, 50/50 men and women, Los Angeles, New York, Washington DC	Things to do, roundups, brand building, downloads (conversion)	Pins, idea pins (stories), carousel pins (multi-image)	Product, Conversion, Brand & Editorial	Engagements, Clicks
	Women ages 35-44 in Virginia Beach, Richmond and New York	Events and festivals, roundups, brand building, quiz content, downloads (conversion)	Facebook feed posts, videos, carousels (multi-image posts), stories	Product, Conversion, Brand & Editorial	Engagements, Clicks
	70% of users are male ages 25-34t	Things to do, news, downloads (conversion), quiz content, roundups, brand building, events & festivals	Tweets with images or video	Brand & Editorial, Product, Conversion, Thought Leadership	Engagements, Clicks

BRAND CAMPAIGNS



WanderLove

VIRGINIA IS FOR LOVERS®

Find your WanderLove.



WanderLove is our in-state video campaign promoting road trip itineraries to unique and exciting destinations within Virginia. Originally created as a response to travel safety concerns during the COVID-19 pandemic, WanderLove has now evolved to leverage the post-pandemic desire to travel by promoting trip itineraries and active trip planning.

WanderLove places a heavy focus on the act of traveling itself and utilizes highly inspirational, unexpected photography to compel our in-state audience to rediscover the exciting outdoor adventures, roadside attractions, and exciting small towns that are only a short drive away.

WanderLove messaging is conversational and engaging. Campaign copy should offer fun new trip ideas, helpful travel advice, and uncover hidden gems and other must-see destinations.



The
HEART & SOUL
of
BLACK VIRGINIA

You know our heart. Now meet our soul.

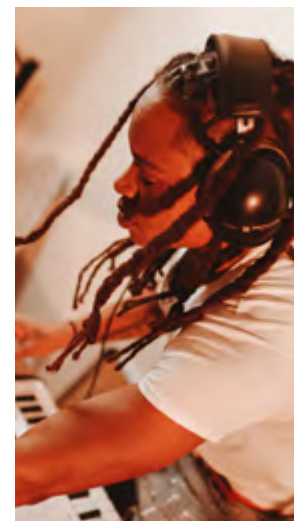


Heart & Soul celebrates the iconic hubs of black culture in Virginia by handing the microphone directly to the black creators, artists, and trendsetters who proudly call Virginia home. Heart & Soul invites black travelers to experience Virginia's black communities and destinations and enjoy safe, welcoming travel experiences.

The Heart & Soul ambassadors, hailing from all corners of the state, share their favorite places to eat, stay, and chill around their hometowns in a written city guide. The city guides are supported using supplemental video content for social media.

Looking forward

In the future, the Heart & Soul campaign will feature prominent black influencers from outside of Virginia as they travel to Virginia and uncover everything we have to offer the black traveler.

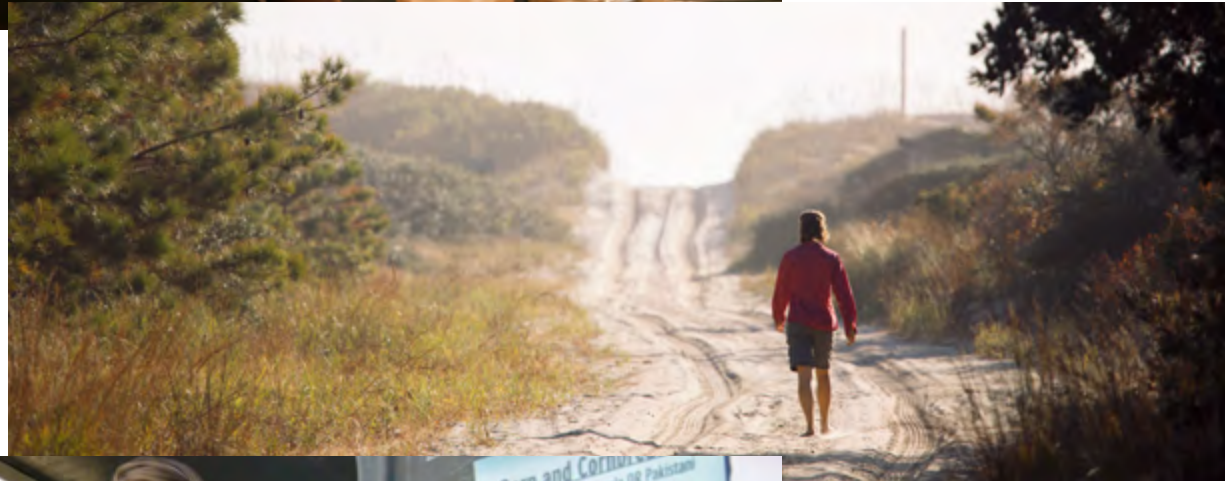


A person's silhouette is seen from the side, looking out of a tent. The tent's interior is dark, and the person is looking towards a bright sunset over a body of water. The sun is low on the horizon, creating a warm, orange glow that reflects on the water. The tent's structure is visible as a network of dark lines against the lighter sky.

My Home Virginia



Why Virginia?



The My Home Virginia video series explores the stories of noteworthy Virginians across the commonwealth as we seek to answer a simple question – “Why Virginia?”. The series does a deep dive into these individuals’ stories and highlights the special role Virginia plays in their lives, careers, and the pursuit of their passions.

This series uses captivating, high-end visuals and thoughtful storytelling to cultivate local pride among our in-state audiences to build advocacy for our brand. The themes explored in this videos will support our broader marketing efforts by positioning Virginia as a place with unique culture, an abundance of travel experiences, and a great place to live and work.

VIRGINIA IS FOR LO♥ERS®