



BRAND STYLE GUIDE



FOR QUESTIONS REGARDING USE OF THE VIRGINIA'S RIVER REALM LOGO, PLEASE CONTACT:

NAME
CONTACT INFO

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Using a color palette that suggests true Americana, the Virginia's River Realm logo combines elements of nautical exploration and free-spirited fun to identify the region.

The Brand Statement "**FIND YOUR SHORELINE**" invites visitors to seek refuge in Virginia's River Realm and promises a sense of inclusion and belonging. Here, visitors experience a feeling of safe harbor and shelter from the demands of their lives. Surrounded by restful, inspiring natural beauty, they are free to catch their breath, calm their minds and live their dreams.

FULL COLOR



REVERSED
FULL COLOR



BLACK



REVERSED
BLACK





BLUE

PMS 7707C
CMYK 100/55/34/12
RGB 0/95/127
HEX #005F7F



RED

PMS 7598C
CMYK 14/86/94/3
RGB 205/72/45
HEX #CD482D



AQUA

PMS 7710C
CMYK 73/15/32/0
RGB 54/166/174
HEX #36A6AE



LOGO TYPEFACES: CUSTOM SCRIPT AND MUSEO 900

HEADLINES : MUSEO 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBHEADS : MUSEO 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TEXT : MUSEO 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CLEAR SPACE

The clear space margin is equivalent to the Virginia's River Realm anchor symbol height (labeled 'X' below). Please allow at least a clear space equal to the indicated x-height space.

Best judgment should be used when composing digital materials for on-screen display, as they often have small logo size restrictions.



MINIMUM SIZE

To maintain legibility of all text, the logo with brand tagline may be displayed at a size no smaller than 1.25" wide.

1.75" width
miniumum



1.25" width
miniumum

The logo without the brand tagline may be displayed at a size no smaller than 1.25" wide.



VIRGINIA'S RIVER REALM | WEB ADDRESS

VirginiasRiverRealm.com

For best readability and natural ease of use, the web address (URL) should appear in upper and lower case letters.

Logo versions with the URL in place have been provided.

