



Lynchburg Region VA

BRAND MANUAL

LOGO

Icon

The icon represents the region’s mountains as they meet the horizon line with a water reflection. The colors within the facets represent the range of the region’s mountain palette.

Wordmark

The Lynchburg Region VA wordmark, is set in Ivy Ora Display and is designed to be both modern and timeless.

Lock-Ups

The logo is configured in both a horizontal and a stacked format to accommodate various media dimensions. Each logo is designed as a unit and elements should not be resized or altered.



Lynchburg Region VA

horizontal lock-up



Lynchburg
Region VA

stacked lock-up

LOGO WITH TAGLINE

The **Edge of the Blue Ridge** tagline can be used with either logo lock-up as shown here.



Lynchburg Region VA

THE EDGE OF THE BLUE RIDGE

horizontal lock-up
with tagline



Lynchburg
Region VA

THE EDGE OF THE BLUE RIDGE

stacked lock-up
with tagline

REVERSE LOGO

A reverse (white) logo version should be used when it appears on a darker color field. This allows for a crisp and uniform representation of the logo regardless of the background color.



Lynchburg Region VA

horizontal lock-up



Lynchburg
Region VA

stacked lock-up

REVERSE LOGO / TAGLINE

The **Edge of the Blue Ridge** tagline can be used with either reverse logo lock-up as shown here.



Lynchburg Region VA

THE EDGE OF THE BLUE RIDGE

horizontal lock-up
with tagline



Lynchburg
Region VA

THE EDGE OF THE BLUE RIDGE

stacked lock-up
with tagline

CLEARSPACE

The shaded area indicates the clearspace that should be maintained around the logo. Text and other graphic elements should sit outside of this area.

The width of the clearspace equals the the length of the lowercase “g” letterform in the wordmark.



horizontal lock-up
clearspace



stacked lock-up
clearspace

CLEARSPACE WITH TAGLINE

The same principles apply with the logo+tagline. The shaded area indicates the clearspace that should be maintained around the logo. Text and other graphic elements should sit outside of this area.

The width of the clearspace equals the the length of the lowercase “g” letterform in the wordmark.



horizontal lock-up with
tagline clearspace



stacked lock-up with
tagline clearspace

LOGO ON BACKGROUNDS



color logo on white background



color logo on light photo background

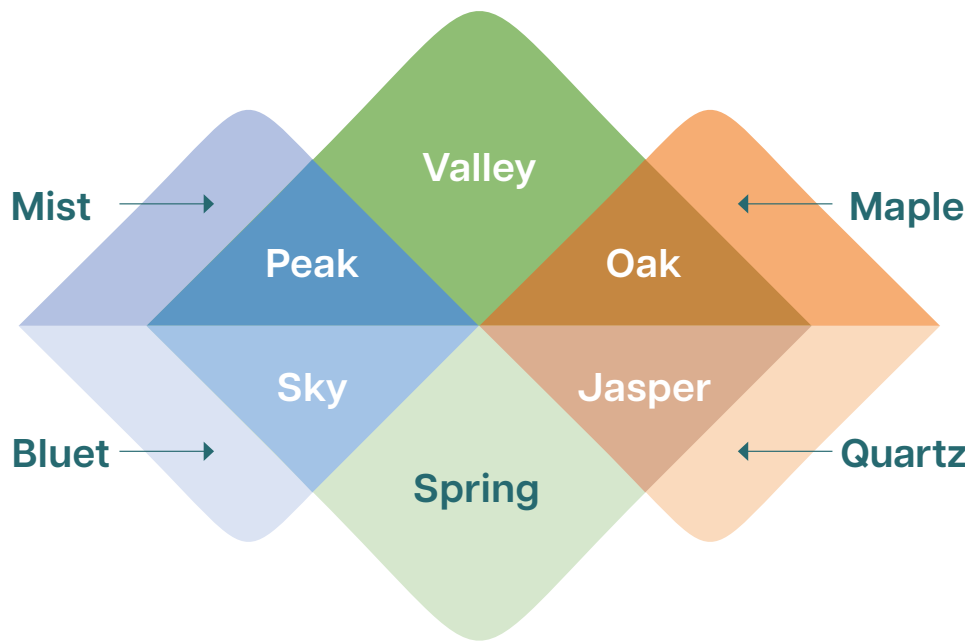
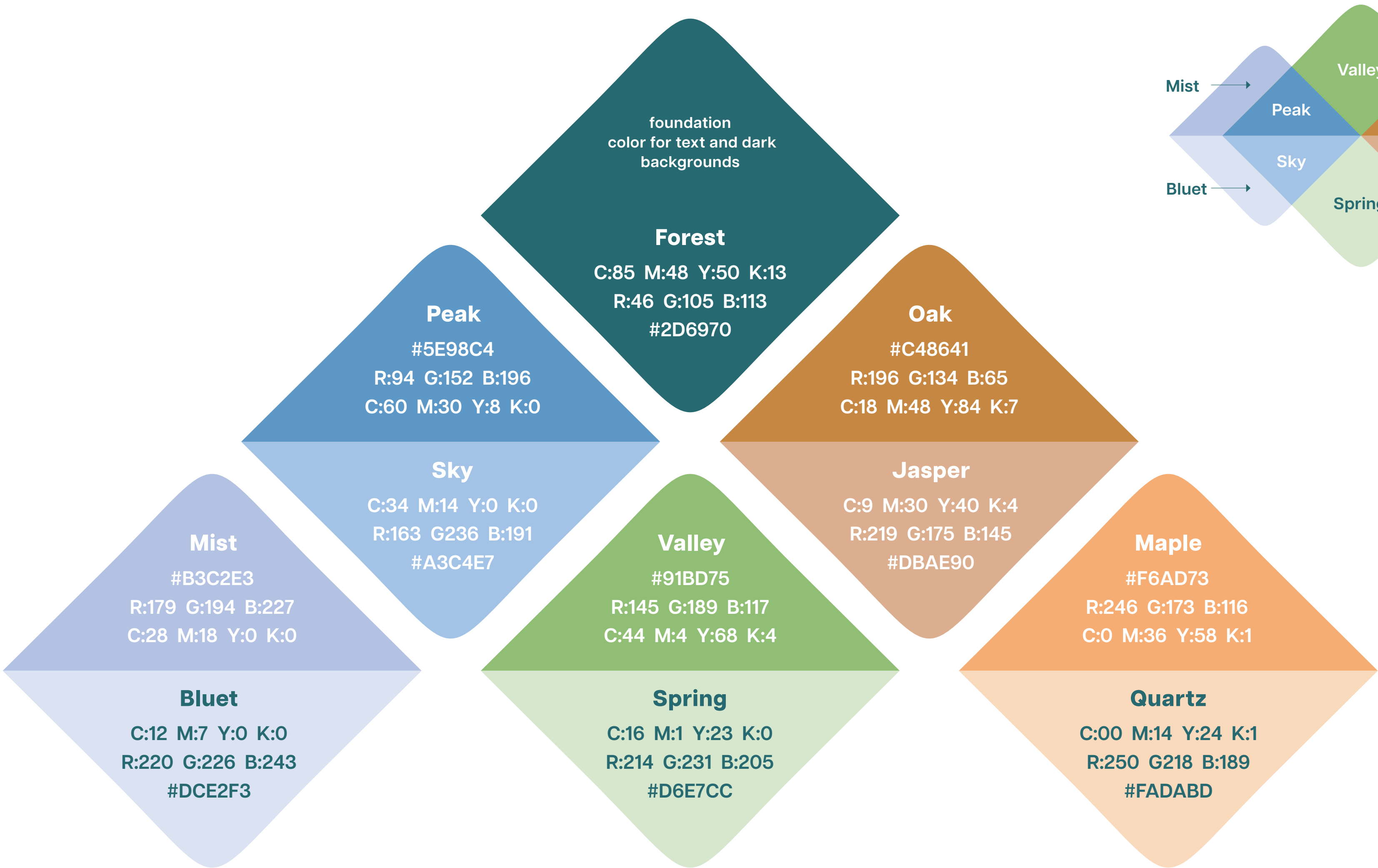


reverse logo is used on dark photo background



reverse logo is used on dark background

BRAND COLOR PALETTE



TYPEFACES

Ivy Ora Text (for headlines) is a serif typeface designed by Jan Maack of the Ivy Foundry. Its design is timeless, and elegant. This typeface is available in several weights at Adobe Fonts. Ivy Ora should be use primarily as a headline typeface.

Articulat CF (for text+headlines) is a modern sans serif typeface designed by Connary Fagen and is available at Adobe Fonts. It is designed with a wide variety of weights and is highly readable for both text and headline use.

Ivy Ora Text (for headlines)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#?&*\$%

Articulat CF (for text+headlines)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#?&*\$%

TYPE SAMPLER

These type samples show an overview of how Ivy Ora Text and Articulat CF are used. See the Brand Activations that follow for more examples.

headline is set in
Ivy Ora Text with
subhead set in
Articulat CF

Find Your Edge in the Blue Ridge

We make everything from nuclear rocket fuel to formula for babies worldwide.

subhead samples
set in Ivy Ora Text
and Articulat CF

Find Your Edge in the Blue Ridge

FIND YOUR EDGE IN THE BLUE RIDGE

FIND YOUR EDGE IN THE BLUE RIDGE

text sample
set in Articulat CF

Our tight-knit network of industry leaders and top-rated business climate is waiting for you in the Lynchburg Region VA.

button samples
set in Articulat CF

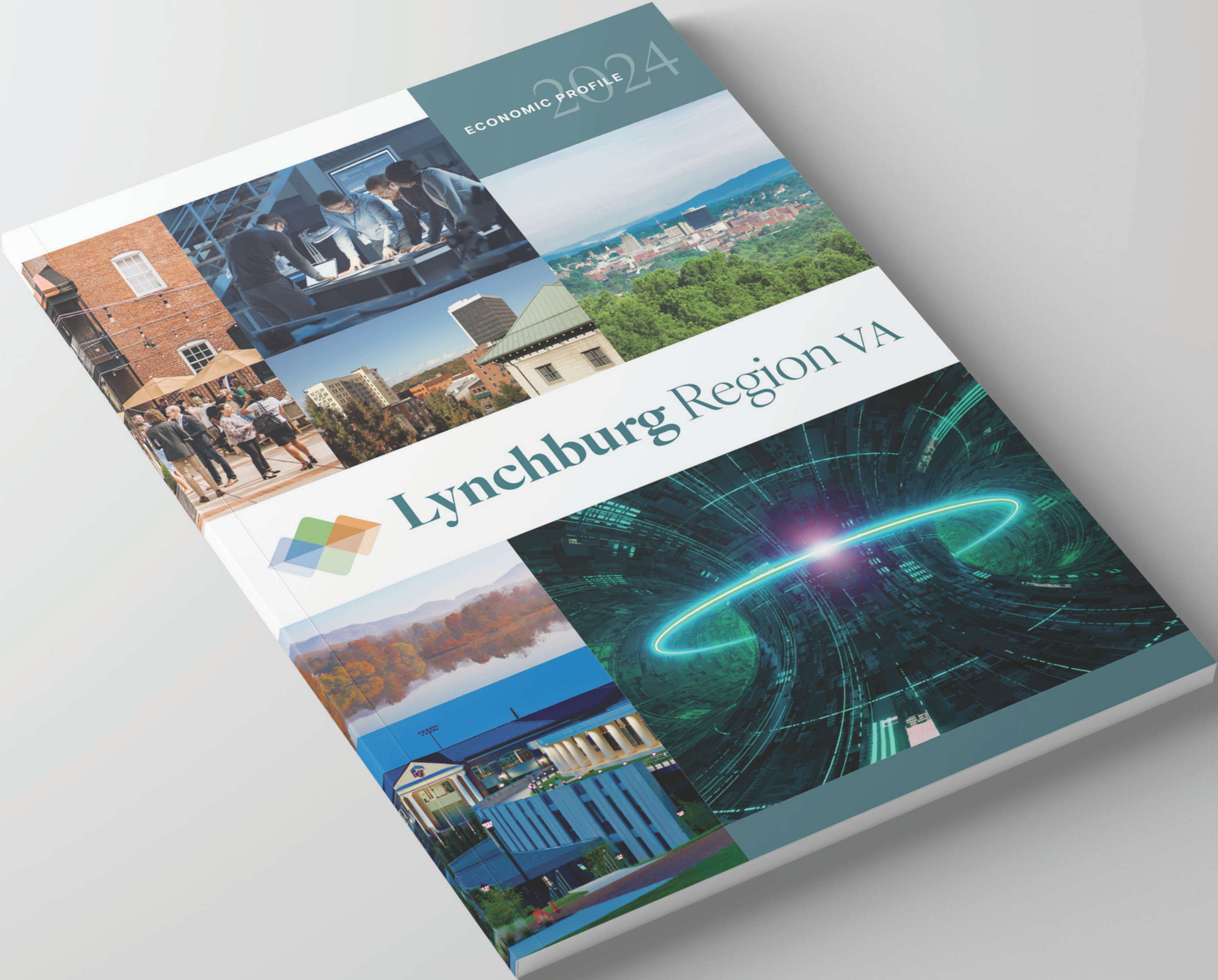
LEARN MORE

LEARN MORE



BRAND ACTIVATIONS

ECONOMIC PROFILE COVER





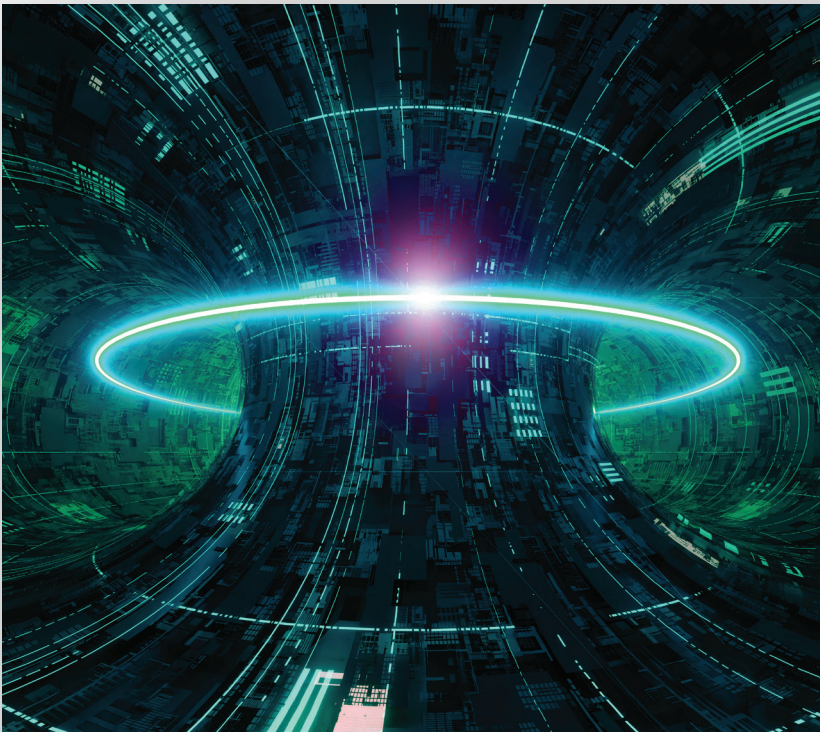
Top Rated For Business

Our tight-knit
network of industry
leaders and top-rated
business climate is
waiting for you.



Lynchburg Region VA

FIND YOUR EDGE IN THE BLUE RIDGE



From Nuclear to Nutrition

What do rocket fuel
and baby formula
have in common?
They're both made
right here in the
Lynchburg Region.



Lynchburg Region VA

FIND YOUR EDGE IN THE BLUE RIDGE



 **Lynchburg Region VA**

Top Rated for Business
Our tight-knit network of industry leaders and top-rated business climate is waiting for you in the Lynchburg Region VA.

Find Your Edge in the Blue Ridge



 **Lynchburg Region VA**

From Nuclear to Nutrition
What do rocket fuel and baby formula have in common? They're both made right here in the Lynchburg Region.

Find Your Edge in the Blue Ridge

SOCIAL MEDIA ICON

The social media icon is designed for small size usage. It is based on the reverse white logo and can be applied to any of the dark to mid-range colors in the brand palette.

Two variations are shown here; one with the full icon and one with a half icon and wordmark.



 **Lynchburg** Region VA

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 **Lynchburg** Region VA

FIND YOUR EDGE IN THE BLUE RIDGE

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Find Your Edge in the Blue Ridge

We make everything from nuclear rocket fuel to formula for babies worldwide.

LEARN MORE



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