

## Arlington County, Virginia

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- Situation** Arlington County, Virginia, adjacent to Washington, D.C., offers an abundance of attractions for leisure and business travelers, including Arlington National Cemetery, the Iwo Jima Memorial, world-class shopping, fine dining and more. Channel Communications was tapped by Arlington County to support the Arlington Convention and Visitors Service in its efforts to expand tourism and economic development in the area.
- Solution** In order to gain a deeper understanding of Arlington County's competitive landscape, Channel Communications researched the marketing efforts of organizations promoting tourism in Washington, D.C., Baltimore and the state of Virginia, as well as those of other "edge" cities across the country. This fieldwork, along with ACVS staff interviews, provided valuable perspectives that informed our brand positioning, which highlighted Arlington County's attractions as well as its proximity in location and spirit to the nation's capital. This positioning served as the launching point for a tagline ("National History. Local Flavor."), website, print advertising, visitors guide covers, direct mail, collateral, emails and exhibit banners.
- Result** The Arlington Convention and Visitors Service continues to use our messaging platform, and brand look and feel, to promote the area's historical, cultural and entertainment treasures. Our ongoing collaboration with ACVS is leading to explorations of further evolving the Arlington County brand.

- o positioning
- o logo and tagline
- o branding guidelines

Arlington, Virginia is a convenient, affordable and vibrant destination for leisure and business travelers. In addition to being home to numerous national monuments and historical attractions, Arlington offers first-class shopping, diverse dining and an eclectic local arts and entertainment scene. It's where visitors find a unique mix of national history and local flavor.

# stayArlington

National History. Local Flavor.

## Research Modes Used:

- One-on-one interviews
- Competitive brand benchmarking
- Desk research
- Review of primary research

**Branding Guidelines**

Arlington Convention and Visitors Service

**Positioning**

**Positioning Concept:**  
Arlington, Virginia—National History Local Flavor.

**What Arlington Stands for:**  
Arlington, Virginia, offers a unique and value-filled combination of national history, local culture and unexpected fun.

**Our Brand Promise:**  
Stay in Arlington for the perfect mix of impressive national history and unexpected local discoveries.

**Our Brand Positioning:**  
Arlington, Virginia, is a convenient, affordable and vibrant destination for leisure and business travelers. In addition to being home to numerous national monuments and historical attractions, Arlington offers first-class shopping, diverse dining and an eclectic local arts and entertainment scene. It's where visitors find a unique mix of national history and local flavor.

**Logo and Tagline**

**Available:** The lowercase styling of the word "stay" is welcoming and friendly-looking to emphasize the accessible Arlington really is.

**Not:** The playful type with a combination of big and small sizes along with the color palette may give the incorrect perception and styling of the services Arlington has to offer.

**History:** Arlington is full of national monuments and historic sites and of course is home to the Pentagon. The tagline of the tagline sets the stage for the unique mix of national history and local flavor.

**Tagline:** The second part of the tagline connects the dots by registering the unique local culture and activities in experiences Arlington has to offer.

**stayArlington**  
National History. Local Flavor.

**Branding Elements • Photography**

Photography will provide most of our main visual at all levels of communications. Our photographic style is:

- Honest, Believable, Bold, Rich, Dynamic, and Relevant.

The images selected should show a wide range of areas and activities in and around Arlington, Virginia, reflecting the mix of national attractions as well as local shopping, dining, arts and entertainment.

All images should be full color unless the media necessitates the use of grayscale images. For all versions, the images are cropped into a coffee, overlapping imagery that is framed or silhouetted. The background image should be selected easily to allow easy placement of other imagery.

**Background Images:** The background image should be selected easily to allow easy placement of other imagery.

**Travel Images:** Certain images can be enhanced and used as background images.

**Website • Templates**

**Home Page:** The home page template is only used on the home page of the website. It should not be used for any other purpose.

**Hero Image:** The hero image offers the ability to promote key aspects of the destination in an immediate and emotionally engaging manner.

**Site:** The site provides significant benefits for both consumers as well as search engines. New images should be optimized to their own size only.

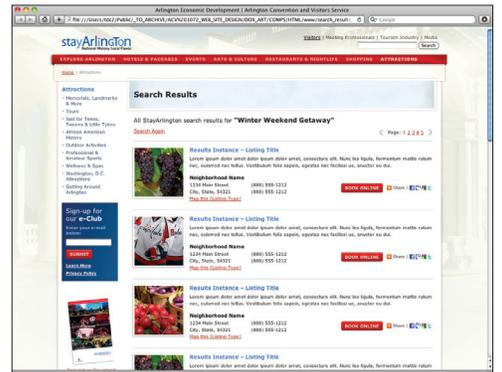
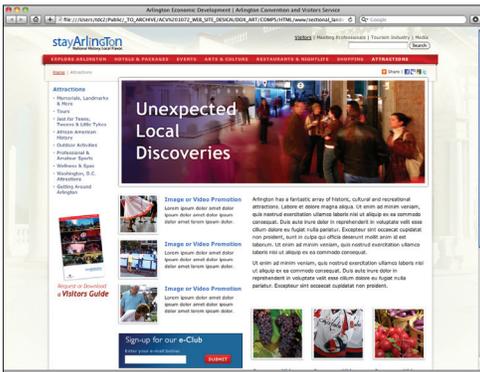
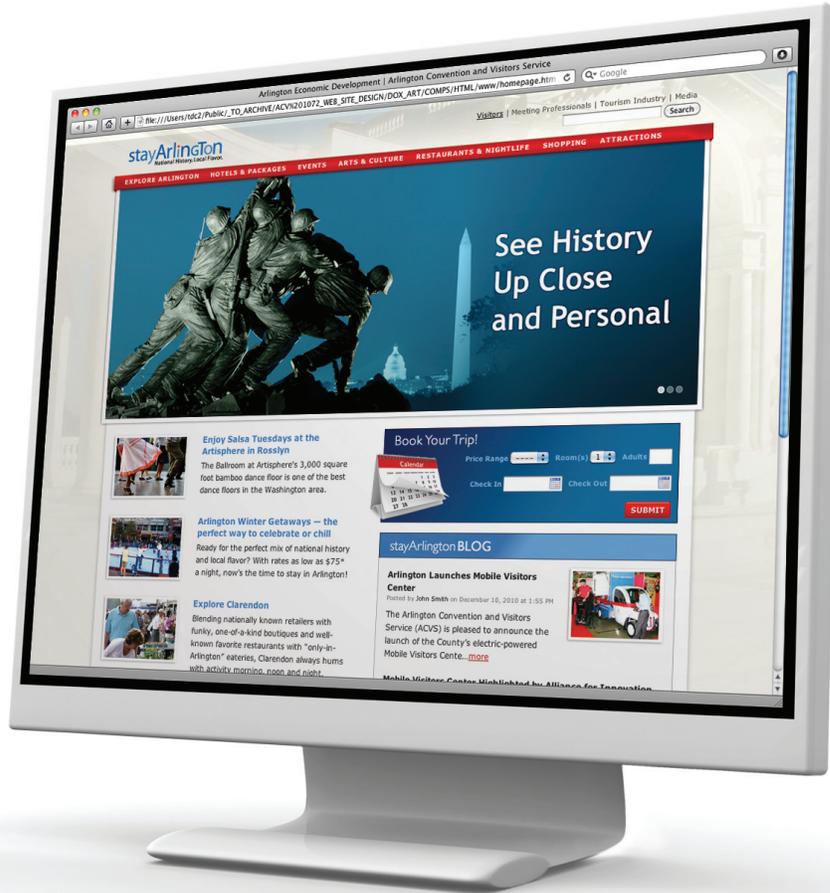
**Website • Color Palette**

**Primary Brand Colors:**

- Blue: CMYK: 0, 100, 96, 0 / RGB: 0, 101, 179 / Hex: 006699
- Red: CMYK: 100, 0, 0 / RGB: 205, 33, 33 / Hex: D92323
- Green: CMYK: 100, 66, 0 / RGB: 86, 179, 0 / Hex: 56B300
- Grey: CMYK: 0, 0, 0 / RGB: 156, 156, 156 / Hex: 9C9C9C

**Website Colors:**

- Website Background Color: RGB: 255, 255, 255 / Hex: FFFFFF
- Healthy 2 (HT) Color: RGB: 76, 125, 207 / Hex: 4B7DCD
- Arlington County Logo Color: RGB: 14, 97, 97 / Hex: 0E615C
- Sub-Header/Body Color: RGB: 186, 172, 158 / Hex: BDA98F
- Sub-Header/Link Color: RGB: 47, 73, 111 / Hex: 2F456F
- Footer/Content/CTA Color: RGB: 0, 86, 178 / Hex: 0056B2
- Default Body Text Color: RGB: 34, 34, 34 / Hex: 222222



**ARLINGTON, VIRGINIA • NATIONAL HISTORY. LOCAL FLAVOR.**

Turkey Ciabotta at a Clarendon Cafe

Marine Corps War Memorial

Air Force Memorial in Arlington

Check into an Arlington hotel. Check out history, culture, and fun.

When you stay in Arlington, you'll find world-class dining, shopping and nightlife around every corner. We're also home to national historic landmarks like the Marine Corps War Memorial (Iwo Jima) and the U.S. Air Force Memorial. And of course, the best of D.C. is right next-door. Arlington – easy access to incredible experiences.

For more information, visit [www.stayarlington.com](http://www.stayarlington.com).

**ARLINGTON, VIRGINIA • NATIONAL HISTORY. LOCAL FLAVOR.**

Corned Cake from CakeLove in Shirlington

National Christmas Tree

Shopping at Pentagon City

Ice Skating at Pentagon Row

Cabaret at Signature Theatre

Arlington Winter Weekend Getaways—the perfect way to celebrate or chill.

Nothing cures cabin fever like a winter weekend getaway! In Arlington's urban villages, you'll enjoy local flavor that's unlike any other in the Washington, D.C., area. And with awesome Friday and Saturday hotel rates, you'll feel great about treating yourself to our eclectic dining, first-class shopping, cutting-edge performances and super-indulgent spas. Special weekend packages include great rates and valuable dining and shopping discounts at Arlington's hottest restaurants and stores.

For more information, visit [www.stayarlington.com](http://www.stayarlington.com).

**ARLINGTON, VIRGINIA • NATIONAL HISTORY. LOCAL FLAVOR.**

Air Force Memorial in Arlington

Merrily We Roll Along at Signature Theatre

Outdoor Cafe in Ballston Commons

Marine Corps War Memorial in Arlington

Surround yourself with incredible experiences. Stay Arlington.

Home to national historic landmarks like the Marine Corps War Memorial (Iwo Jima) and the U.S. Air Force Memorial, Arlington is the place to stay. And of course, the best of D.C. is right next door. Combine this with our unique local culture and find yourself surrounded with incredible experiences.

For more information, visit [www.stayarlington.com](http://www.stayarlington.com).

**ARLINGTON, VIRGINIA • NATIONAL HISTORY. LOCAL FLAVOR.**

With renowned performances at Signature Theatre, Arena Stage, and the Rosslyn Spectrum, Arlington plays a starring role in the capital region arts scene.

Choose from a wide range of exciting arts venues in Arlington! Enjoy your favorite musicals at Signature Theatre, a striking new theater in the heart of Shirlington's shopping and dining district. Take in the Tony Award®-winning productions of Arena Stage in the heart of Crystal City. Or, catch a performance at the Rosslyn Spectrum Theatre, home to Synetic Theatre, Arlington's own cutting-edge theater group that applies the "art of silence" and thrilling choreography to well-known productions. Hold your next meeting or event in Arlington, and get a standing ovation for your guests' incomparable arts experience.

For special event arrangements, or for information on venue rentals, contact the Arlington Convention and Visitors Service at 800-296-7996, or visit [www.stayarlington.com](http://www.stayarlington.com).

- o winter promotional direct mail postcard and email

**Heat up your winter weekends with fantastic Arlington hotel rates — now through February 2008!**



Nothing cures cabin fever like a winter weekend getaway! In Arlington's urban villages, you'll enjoy local flavor that's unlike any other in the Washington, D.C., area. And with awesome Friday and Saturday hotel rates, you'll feel great about treating yourself to our eclectic dining, first-class shopping, cutting-edge performances and super-indulgent spas.

**Special weekend packages include:**

- Great rates – as low as \$95 per night – at 10 Arlington hotels
- Valuable dining and shopping discounts at Arlington's hottest restaurants and stores
- Event and reservation information for Arlington and D.C. concerts, plays, winter festivals and more
- Welcome gift and free Arlington Visitors Guide

**Book your hotel now at**  
[www.stayarlington.com/winter](http://www.stayarlington.com/winter)

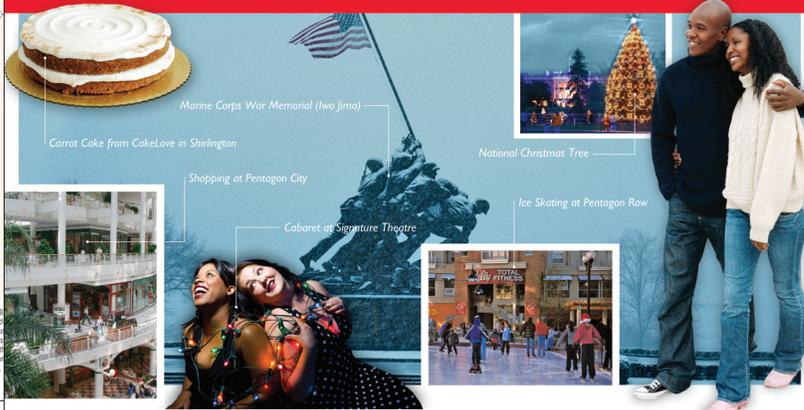
Offer valid only for online bookings made for Friday and/or Saturday nights beginning 11/16/07 and completed by 2/24/08. Rates listed are per room, per night, and based on double occupancy in standard accommodations. Minimum 48-hour advance reservations required. Individual hotel cancellation and change penalties, prepaid reservations, and miscellaneous administrative fees apply. All taxes, fees, charges, and surcharges applicable to the booking (including extra-person charges, parking fees, phone and other room charges, and incidentals) apply to your reservation. Limit one (1) welcome gift with shopping/dining discount coupons per room booked, provided upon presentation of printed booking confirmation at Arlington Visitors Center (Pentagon Row) following hotel check-in. Hotel reservations subject to availability. Not available to groups.

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Arlington Convention Center

**ARLINGTON, VIRGINIA • NATIONAL HISTORY. LOCAL FLAVOR.**



**Arlington Winter Weekend Getaways—**  
the perfect way to celebrate or chill.



Arlington Winter Weekend Getaway

To: David Franek

Cc:

Subject: Arlington Winter Weekend Getaway

Attachments: none

**ARLINGTON, VIRGINIA • NATIONAL HISTORY. LOCAL FLAVOR.**



**Arlington Winter Weekend Getaways—**  
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- Welcome gift and free Arlington Visitors Guide

**Book your hotel now at**  
[www.stayarlington.com/winter](http://www.stayarlington.com/winter)



- o visitors guide covers
- o collateral material
- o exhibit banner-up

**ARLINGTON, VIRGINIA VISITORS GUIDE**



**HISTORICAL**  
**CULTURAL**

**ARLINGTON, VIRGINIA MEETING PLANNER GUIDE**

**EXCITING**







**stayArlington**  
National History. Local Flavor.

**ARLINGTON, VIRGINIA OFFICIAL MAP AND GUIDE**



**HISTORICAL**  
**CULTURAL**



**EXCITING**  
**INDULGENT**



**stayArlington**  
National History. Local Flavor.

**ARLINGTON, VIRGINIA - DISCOVER THE UNIQUE LOCAL FLAVOR OF ARLINGTON DINING AND NIGHT**

**Clarendon**  
Quick service, casual dining and night life, the heart of the downtown Arlington experience.

**Ballston**  
A vibrant urban village with shopping, dining, and more fun along with Washington's Capitol.

**Shirlington**  
Near to top golf courses, luxury golf, and more fun along with Washington's Capitol.

**Courthouse**  
Fashionable upscale and off-center dining, shopping, and more fun.

**Pentagon City**  
Night life, shopping and dining, the heart of the Pentagon City and the Arlington shopping district.

**Crystal City**  
Fashionable upscale and off-center dining, shopping, and more fun.



**Countless cuisines, edgy theater and hot live music — just minutes away in Arlington**  
Step outside your hotel and discover Arlington's unique mix of history, culture and fun! Our vibrant urban villages - Ballston, Clarendon, Courthouse, Crystal City, Pentagon City, Rosslyn and Shirlington - are home to national treasures, world-class shopping, diverse dining, cutting-edge arts attractions and eclectic local flavor. Here's just a sampling of our award-winning restaurants and night spots.

**Arlington Restaurants & Night Spots by Neighborhood**

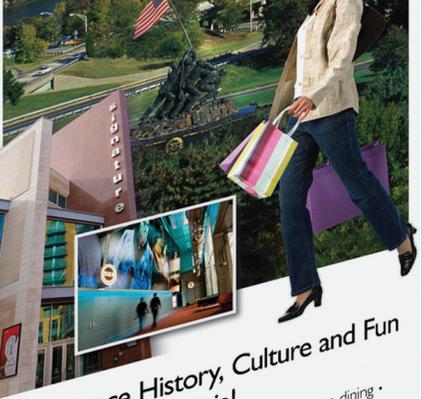
<b>Ballston</b>	<b>White</b>	<b>South Falls</b>	<b>Pentagon City</b>	<b>Palo</b>
<b>Ballston Tavern</b>	<b>White House Tavern</b>	<b>White House Tavern</b>	<b>Ballston Tavern</b>	<b>Ballston Tavern</b>
<b>Ballston Tavern</b>	<b>White House Tavern</b>	<b>White House Tavern</b>	<b>Ballston Tavern</b>	<b>Ballston Tavern</b>
<b>Ballston Tavern</b>	<b>White House Tavern</b>	<b>White House Tavern</b>	<b>Ballston Tavern</b>	<b>Ballston Tavern</b>
<b>Ballston Tavern</b>	<b>White House Tavern</b>	<b>White House Tavern</b>	<b>Ballston Tavern</b>	<b>Ballston Tavern</b>

...and many more! See [www.stayarlington.com](http://www.stayarlington.com)

**ARLINGTON, VIRGINIA - NATIONAL HISTORY. LOCAL FLAVOR.**



**ARLINGTON, VIRGINIA**



**Experience History, Culture and Fun in Arlington, Virginia!**

National treasures • World-class shopping • Diverse dining • Cutting-edge arts and cultural attractions • Eclectic local flavor

[www.stayarlington.com](http://www.stayarlington.com)

**stayArlington**  
National History. Local Flavor.