



Campbell
COUNTY • VIRGINIA
Tradition Meets Tomorrow

co.campbell.va.us

An aerial photograph of a city, likely New York City, showing a dense grid of buildings and streets. The image is overlaid with a semi-transparent teal color. The text '01' is prominently displayed in white on the left side, and 'Messaging' is on the right side.

01

Messaging



VISION

Our Brand Story

Internal/External

Core brand messaging to be used in all marketing content for your brand

In the heart of Virginia, Campbell County thrives as a community where tradition meets tomorrow. Here, the timeless values of faith, kindness, and respect are lived out daily, shaping a way of life rooted in history while embracing progress and possibility. The pastoral beauty of rolling hills sets the stage for a community that honors where it has been while confidently building what comes next.

Campbell County offers a variety of living environments and ways of life, giving residents

the freedom to find the balance that suits them best. From peaceful rural landscapes and waterfront settings to close-knit small towns and convenient suburban neighborhoods, our county supports lifestyles that blend serenity, accessibility, and connection. Whether drawn to our open space, energetic neighborhoods, or proximity to regional amenities and attractions, residents here find a place that fits both their needs today and their vision for the future.

Our local economy is powered by small businesses and strong industries, including agriculture, manufacturing, retail, and construction. Yet even as it grows, Campbell County remains intentional about preserving the character of our countryside, the vitality of our towns, and the sense of community that defines our county. Ongoing strategic investments and regional partnerships in education, public amenities, workforce development, and revitalization ensure that building your future here means ample access to opportunity and a high quality of life.

At the center of it all, Campbell County's local government acts as an approachable, engaged partner, serving residents, businesses, and community organizations through clear communication, collaboration, and responsible stewardship. By aligning tradition with forward-

thinking leadership, the county continues to build a community where progress feels both purposeful and inclusive.

Campbell County, Virginia is more than a place to live. It is a community where tradition meets tomorrow, creating opportunity, connection, and a lasting sense of belonging.

***Campbell County, Virginia:
Tradition Meets Tomorrow***





VISION

Our Brand Story

External

Core brand messaging introducing the county to people meeting us for the first time

In Campbell County, Virginia, tradition meets tomorrow.

Connected by faith, kindness, and respect, our community honors its history while confidently shaping what comes next. This is a place built on generations of hard work, shared values and a deep connection to the land, where progress doesn't replace the past; it grows from it.

From open countryside to welcoming towns, Campbell County offers space to slow down while staying connected to everything that matters. Here, local businesses thrive, industries grow with intention, and families find balance between affordability, access, and quality of life.

With an engaged, collaborative local government and a strong sense of community pride, Campbell County is building a future with purpose, pride, and steady progress.

This is a place to put down roots and move forward. This is Campbell County, where tradition meets tomorrow.

Vision





VISION

Brand Details

Internal

Brand Purpose

Why are we doing what we're doing and how does it benefit the community?

- To serve our community and build an exceptional quality of life for all of our citizens, the various governmental departments within Campbell County will unite under a single unified brand.
- This brand will help create a cohesive and inviting feel throughout our community, increasing awareness and recognition of our efforts by residents, visitors and businesses alike.

Belief

By governing with a vision to be the most collaborative, professional, and value-driven locality in Virginia, the Campbell County government will serve our community by facilitating and encouraging an exceptional quality of life for all citizens. We will achieve our mission through hard work, open and honest communication, ongoing improvement, and accountability.





Brand DNA

These core values are what we want the brand to represent for our audience

- Grounded in tradition while actively shaping the future, aligning quality of life, innovation, and industry to strengthen the community as a whole
- Protective of what matters and open to progress, embracing growth that strengthens the community without losing the qualities that make it special
- A lifestyle that prioritizes balance and belonging, offering the freedom to slow down, stay connected, and enjoy life on your own terms
- Defined by real, everyday advantages, including clean water, safe and welcoming neighborhoods, affordable housing, room to breathe, and commutes that don't consume your day
- Comfortably-paced but quietly dynamic, offering the calm of rural living, the convenience of suburban access, and the character and pride of small-town life
- Clear, responsive, and people-first approach, communicating openly and acting with accountability and respect.
- Welcoming, energetic, and engaged atmosphere, with community events, outdoor recreation, local businesses, and shared experiences that make life here feel active and alive





Brand Tone of Voice

How does the county communicate with all audiences?

- As the go-to source for information and local connections within Campbell County, especially regarding quality of life, business, and community development programs
- As a solutions-oriented and accountable county presence that serves residents through clear guidance, timely responses, and reliable service delivery across all departments
- As a welcoming and professional local partner focused on sustainable growth, balancing an ever-increasing quality of life for residents with a competitive environment to attract and retain businesses of various sizes and industries
- As a respectful and well-informed neighbor who's deeply involved in and connected to various aspects of Campbell County, from education and recreation to infrastructure and public health

“

The go-to source for information and local connections.





Functional Benefits

What benefits are gained by being a resident of (or working in/with) Campbell County? What will make visitors or business owners want to visit or relocate here?

- A welcoming community atmosphere that's inviting to new residents and new businesses
- Close proximity to Lynchburg, allowing access to a greater workforce, more diverse career opportunities and lifestyle amenities
- An affordable alternative to the "Northern Virginia Rat Race" with low taxes, affordable homes, and a low cost of living
- The ability for individuals to have a big impact on the community and have easy access to key decision-makers
- Reasonable travel times to beach, mountain, lake, and historic attractions, without the crowds and cost of more urban areas, allows residents to enjoy a quieter daily life and still enjoy the access to these destinations
- A communicative, transparent, and responsive county-wide government full of dedicated public servants
- Partners throughout the area (nonprofits, educational programs, businesses, and more) will receive regular, relevant communications to share with their community, ensuring information comes from multiple trusted sources unified under one brand

Emotional Benefits

How will we connect and resonate with all demographics?

- Make decisions that improve the lives of our citizens, including housing, services, community-building events and more
- Balance long-standing traditions with new and creative ideas
- Listen to our constituency and transparently address problems as they arise
- Provide consistently reliable and trustworthy communications to residents, visitors, and businesses.





Reasons to Believe

Why should community members believe in our mission and vision?

- Campbell County takes many steps to stay engaged with community members and actively listen to potential issues and suggested improvements
- Government officials are members of the community, readily accessible to those who contact or visit the county government office.
- Our county remains competitive through thoughtful planning, ongoing education, strong connections with local, regional, and state partners, and a commitment to continually evaluating and improving how services are delivered, ensuring trusted public services evolve alongside the world around us.



*Rural. Traditional.
Community-oriented.*

CAMPBELL COUNTY

IS...	BUT IS NOT...
Rural	Backwoods
Traditional	Antiquated
Community-oriented	Exclusive
Industrious	All work, no play
Approachable	Unprofessional
Value-driven	Illogical
Intentional & deliberate	Haphazard or hasty
Consistent	Stagnant
Forward-moving	Too modern
Growing	Changing





Slogan:

Campbell County, VA: Tradition Meets Tomorrow

Calls to Action:

01. Find your perfect balance in Campbell County, VA.
02. Build your future in Campbell County, VA

02

Visuals



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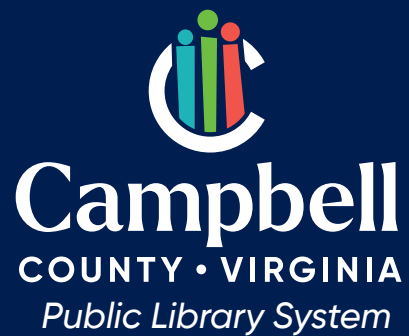


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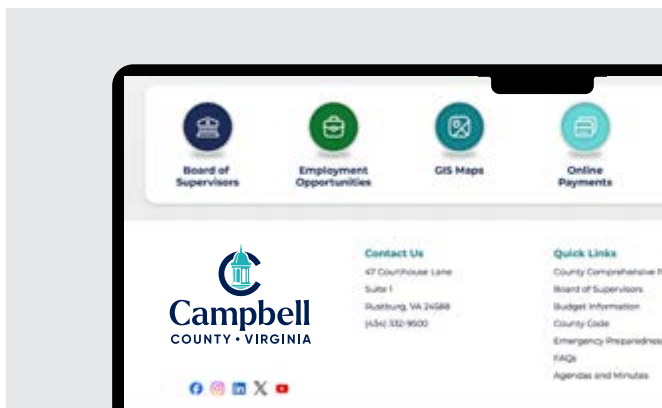
Logo Usage

Primary Logos - Stacked logos should be the first choice and used as often as possible



Stacked Logo (with tagline)

Use with tagline when possible.
Examples of use: website header, stationery, signage, door decals, ads where space permits.



Stacked Logo (without tagline)

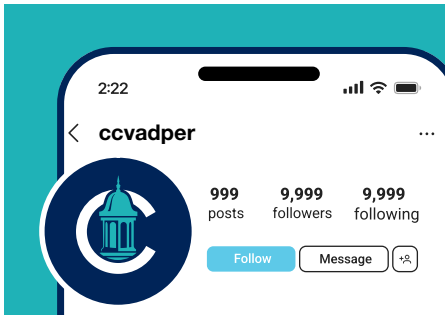
Use this simplified version of the primary logo in these situations:

- When tagline is found elsewhere on the page or throughout the document. *Examples of use: website footer, back of a booklet, ads where the tagline is in the headline copy.*
- When the logo must be sized smaller than 95 px/1.3 in



Logo Usage

Secondary Logos - These logos should be used only when necessary



Icon

Use when the full name is found elsewhere on the page or throughout the document or as a graphic element. *Examples of use: social media profile images, website favicons.*



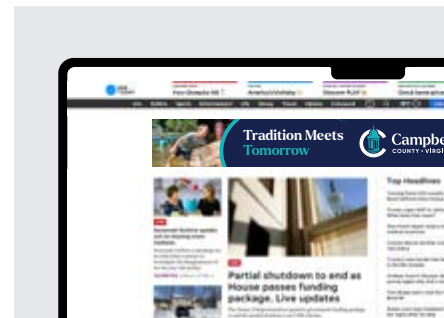
Circle Logo

Use only in casual applications — **never for official business.** *Examples of use: stickers, pins, t-shirts. Option for car magnets or decals.*



Horizontal Logo (with tagline)

Use only where space requires this layout. *Examples of use: horizontal advertisements, sponsor banners, envelopes.*



Horizontal Logo (without tagline)

Use only where space requires or when the logo must be sized smaller than 140 px/2 in. *Examples of use: horizontal advertisements, sponsor banners.**

**Note: When using two colors for the tagline "Tradition Meets Tomorrow", use Primary Color 1 for "Tradition Meets" and Primary Color 2 for "Tomorrow". Primary color 1 will be dark blue for light backgrounds, and white for dark backgrounds.*



Logo Usage - Departmental Variations

These logos should be used when differentiation between departments is necessary. In most use cases, the county logo is the more appropriate option.



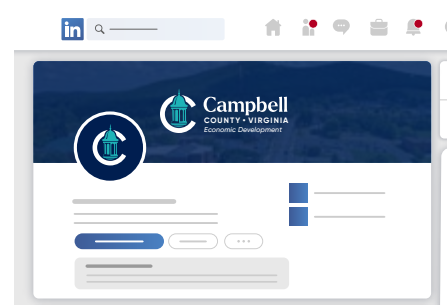
Stacked Logo with Department

Use this primary logo layout as often as possible. *Examples of use: Presentations, vehicle decals.*



Circle Logo

Use only in casual, informal applications — **never for official business.** *Examples of use: social media profile images, stickers, pins.*



Horizontal Logo

Use only where space requires or when the logo must be sized smaller than 140px/2 in. *Examples of use: horizontal advertisements, and banner ads.*



Examples of Correct Usage



Use the white and teal logo on dark blue.



Use the navy and teal logo on white or light grey.



The white logo can be used on printed materials where only single-color printing is necessary.



The black logo can be used on white or light grey.



The white logo can be used on teal.



The white logo can be used over photos with a black overlay (opacity 30-40%).



Examples of Incorrect Usage



Do not use the blue and teal logo on dark colored backgrounds.



Do not use the white and teal logo on light colored backgrounds.



Do not stretch or distort the logo.



Do not crop out the icon to only use the text



Do not add drop shadows or other effects to the logo.



Do not rotate the logo.



Do not use the logo over a photo without an overlay.



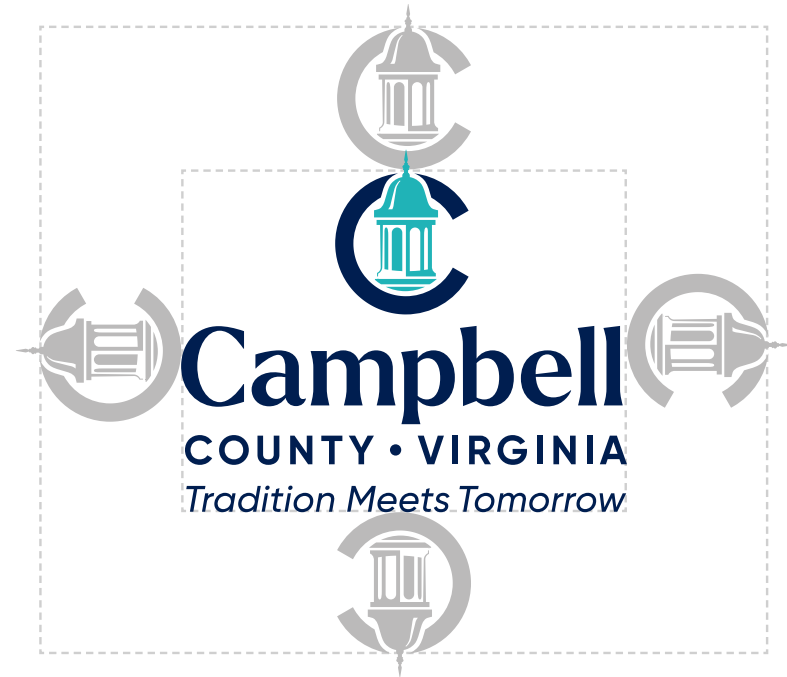
Do not use horizontal version if the stacked logo will fit



Logo Sizing & Spacing

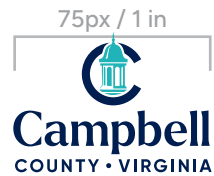
Spacing Guide

Each logo should be surrounded with clear space to ensure visibility and impact. Type, symbols, or marks of any kind should not intrude in the clear space area indicated—a space approximately equal to the proportional height of the "C" in the icon. *Exceptions may include instances where the logo must be in close proximity to important content—such as mailing addresses and collaboration logo lockups.*



Sizing Guide

To ensure maximum legibility and impact of the Campbell County, Virginia logo, it should not appear at any size smaller than those indicated above.





Campbell County, Virginia Color Palette



Primary Color 1

CMYK: 100-70-0-67 | RGB: 0-30-80 | HEX: #001E50 | PMS: 655 C

Primary Color 2

CMYK: 73-5-31-0 | RGB: 30-178-183 | HEX: #1EB2B7 | PMS: 3252 C

Accent Color 1

CMYK: 1-12-32-0
RGB: 253-224-180
HEX: #FDE0B4
PMS: 7507 C

Accent Color 2

CMYK: 8-6-5-0
RGB: 230-231-233
HEX: #E6E7E9
PMS: Cool Gray 1 C

Sub-brand Accent Color 1

CMYK: 61-0-100-0
RGB: 111-190-68
HEX: #6FBE44
PMS: 368 C

Sub-brand Accent Color 2

CMYK: 0-83-72-0
RGB: 240-84-74
HEX: #F0544A
PMS: Warm Red C



Typography for Print, Web, and Canva Pro

Larken is available with an Adobe Creative Cloud or Canva Pro subscription, and Figtree is a free Google font.

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
WXYZ

abcdefghijklmno
pqrstuvwxyz

Header Font Option 1
Larken Bold

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
WXYZ

abcdefghijklmn
opqrstuvwxyz

Header Font Option 2
Figtree Bold

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
WXYZ

abcdefghijklmn
opqrstuvwxyz

Body Font
Figtree Medium

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
WXYZ

abcdefghijklmn
opqrstuvwxyz

Accent Font
Figtree Medium Italic

Typography for Microsoft 365

When brand fonts of Larken Bold and Figtree are unavailable: Garamond and Yu Gothic UI are preferred alternatives that are available by default in Microsoft 365 and Outlook

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
WXYZ

abcdefghijklmn
opqrstuvwxyz

Header Font Option 1
Garamond Bold (if Larken Bold is unavailable)

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
WXYZ

abcdefghijklmn
opqrstuvwxyz

Header Font Option 2
Figtree Bold
(Alternative-Yu Gothic UI Semibold)

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
WXYZ

abcdefghijklmn
opqrstuvwxyz

Body Font
Figtree Medium
(Alternative-Yu Gothic UI)

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
WXYZ

abcdefghijklmn
opqrstuvwxyz

Accent Font
Figtree Medium Italic
(Alternative-Yu Gothic UI +Italics)



Photography Style

Subject Matter

Each photo should fall into one of three categories:

- **Business and Workplace**
Images of business owners and employees at work
- **Living**
Images of community events, families, parks, neighborhoods, and recreational activities
- **Location**
Images of idyllic rural landscapes and small-town streets lined with businesses

Visual Style

The visual style should be crisp and colorful but not over-saturated, and contain images of people when possible. The imagery should highlight Campbell County as welcoming, approachable, lively, and community-oriented.





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