THIS IS WHO WE ARE

VB

WE ARE

Every milestone from the past.

Every hope for the future.

We are the City of Virginia Beach.

And we are celebrating.

VB | 60

"

The City's 60th anniversary presents an exciting opportunity to celebrate our many accomplishments and reflect on our hope for the future. As public servants, the success of our efforts is inherently linked to our clarity of focus and unity of mission.

One of the ways we display our unity is through the VB brand. A unified brand presence fosters a sense of belonging across the organization, helps residents more clearly identify City services and distinguishes the City of Virginia Beach as a top-tier municipality. In a digitally overloaded society where thousands of brands are competing for our time and attention, we can amplify our reach through a modern, refreshed VB identity.

Thank you in advance for applying these brand guidelines across your communications. Our unified presence is one more way we reinforce our commitment to serving one another and our community for the next 60 years... and beyond.

— Patrick Duhaney
City Manager
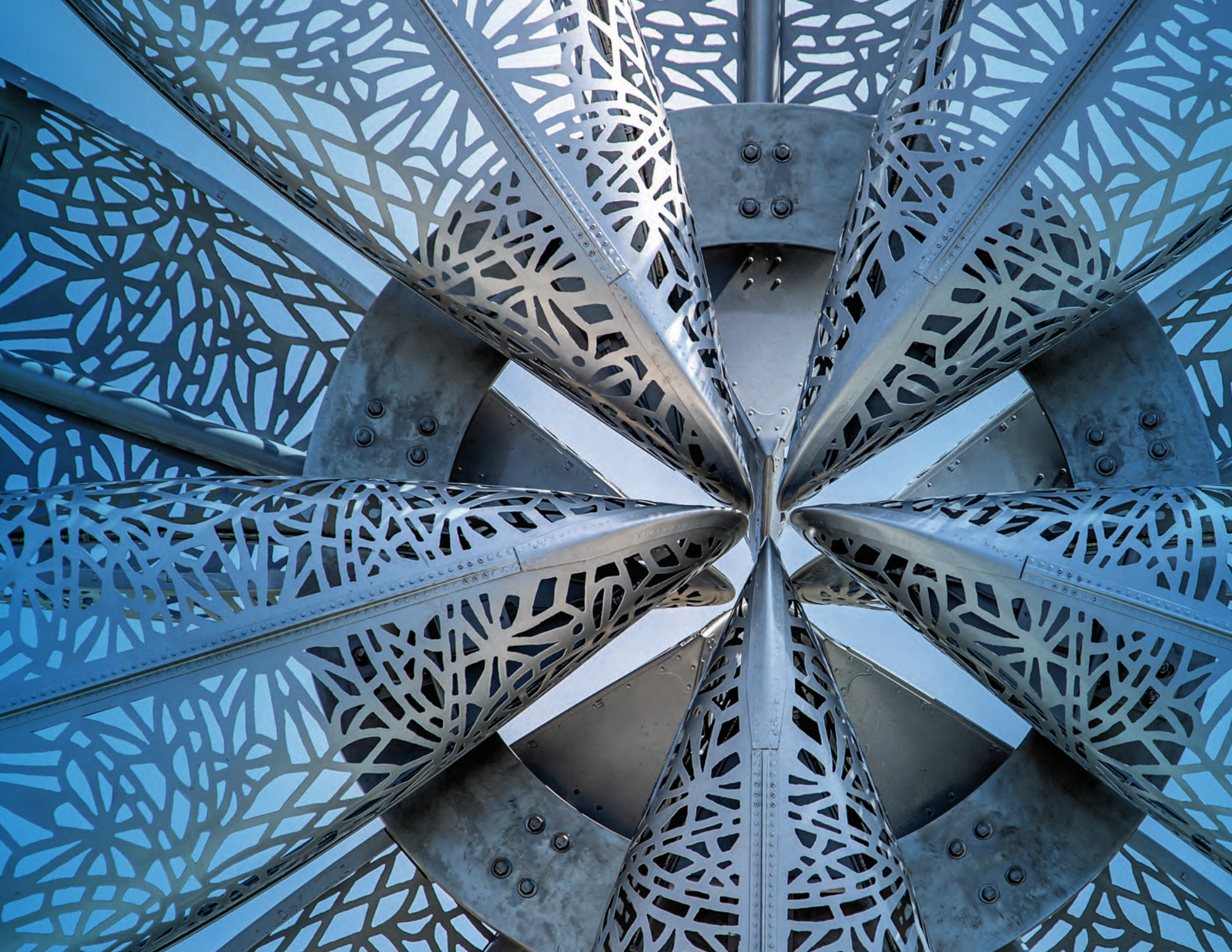
WE ARE

The City of Virginia Beach is a highly qualified, diverse workforce providing government services to the largest city in Virginia. Across 35 departments, we offer valuable customer service, programs and experiences delivered by 7,400 full-time and part-time employees.

Our mission is to enhance the economic, educational, social, and physical quality of the community and provide sustainable municipal services which are valued by its residents.

Our vision is to be the national leader in providing enriching and memorable lifelong experiences.

This brand guide is intended for City departments whose scope of work primarily focuses on local service delivery. A few departments serving out-of-market customers have been approved to use alternate branding for marketing purposes. These departments are Economic Development, Convention and Visitors Bureau and the Virginia Aquarium and Marine Science Center.

Questions about branding can be emailed to brand@vbgov.com.

WE ARE
FOCUSED

Our values lead the way:

SERVICE to customers is the fundamental reason the City of Virginia Beach Municipal Government exists.

TEAMWORK Organizational goals are attained when members and customers work together.

LEADERSHIP AND LEARNING Learning at every level of the organization creates opportunities for leadership experience and for members to continuously expand our capacity to create a quality organization.

INTEGRITY creates the trust essential to Quality Service and long-term personal and organizational growth.

COMMITMENT is the necessary mechanism enabling members to focus our behavior on attaining organizational goals.

INCLUSION AND DIVERSITY Members value and respect our similarities and differences to encourage and fully utilize our human potential, and to foster a culture of openness, engagement and respect for all.

WE ARE
DETERMINED

We are determined to serve Virginia Beach residents in a way that enhances an already incredible place. From beautiful beaches to eclectic neighborhoods, abundant natural wonders and vibrant shopping and arts districts, we are committed to making Virginia Beach the best it can be.

WE ARE
FRESH

A brand is how people perceive your organization. It's what they think of you, how they feel about you and why they support you. Impactful brands are built on continuity and are united in presentation. That's why it's so important to speak with one voice and why all brands have guidelines like this one.

Through an evolutionary series of designs, creative staff from several City departments refreshed the municipality's visual identity in conjunction with the City's 60th anniversary. This new look conveys a modern, diverse, friendly and trustworthy organization that drives innovation and change to enrich the quality of life for employees, residents, guests and businesses.

Representing unique elements within the Virginia Beach community, our logo, color palette and typography communicate our organization's brand. The solid "V" and "B" letterforms represent the interconnectivity of our 450,000 residents, multicultural neighborhoods and military communities. The colorful waves represent our coastal city on the move as we grow and expand our economy. Our modern, streamlined font reflects our forward-facing vision.

THIS IS WHO WE ARE

VB

CELEBRATING 60 YEARS

Every milestone from the past. Every hope for the future.
We are the City of Virginia Beach. And we are celebrating.

VB | 60 years

THIS IS WHO WE ARE

VB

WE VALUE INTEGRITY

We act with honor, courage, fairness and truthfulness to be good stewards of public resources.

VB | 60 years

THIS IS WHO WE ARE

VB

WE VALUE SERVICE

We provide quality customer service across the City of Virginia Beach. Exceeding expectations is our top priority.

VB | 60 years

THIS IS WHO WE ARE

VB

WE VALUE COMMITMENT

Our performance, accountability and work ethic are crucial for achieving the mission of our organization.

VB | 60 years

THIS IS WHO WE ARE

VB

WE VALUE TEAMWORK

Guided by mutual trust and respect, we collaborate with co-workers and customers to share opportunity, knowledge and accountability.

VB | 60 years

THIS IS WHO WE ARE

VB

WE VALUE INCLUSION AND DIVERSITY

Our workplace is enriched by the authentic similarities and differences of every team member. We work together to foster a culture of openness, engagement and respect for all.

VB | 60 years

THIS IS WHO WE ARE

VB

WE VALUE LEADERSHIP AND LEARNING

Opportunities for creativity, innovation and leadership expand our organization's ability to grow and thrive in a changing world.

VB | 60 years

THIS IS WHO WE ARE

I am a

Carpenter

for the

City of Virginia Beach!

VB | 60 years

WE ARE
STRONG

Working together as one organization, employees of the City of Virginia Beach are dedicated to public service. We embody our brand attributes and personality in the jobs we do every day.

Brand Attributes

- Strong
- Vibrant
- Modern
- Fresh
- Focused
- Determined

Brand Personality

- Community-Focused
- Accommodating
- Resourceful
- Progressive
- Trustworthy
- Expert
- Innovative
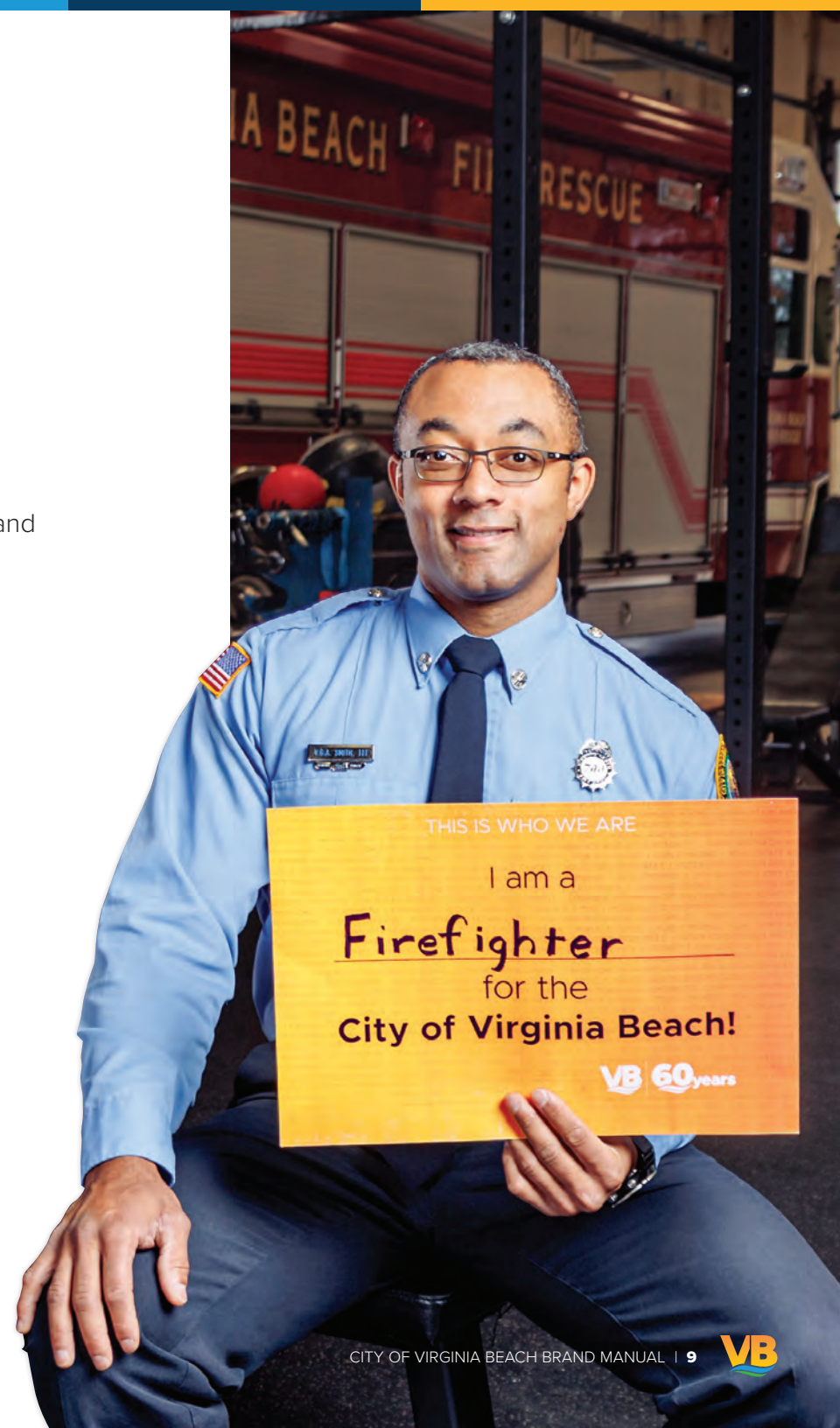
WE ARE
VIBRANT

Inspired by the City seal, our colors represent a fresh, rejuvenated identity for the City of Virginia Beach organization. The palette reflects the vibrant energy of our facilities, workspaces, local surroundings and cultural experiences.

Gold and orange represent the sunrise over the Atlantic Ocean—an opportunity to start each day refreshed and renewed. Blue represents the miles of clean, healthy waterways that connect and inspire us. Green represents our abundant natural resources and agricultural areas, as well as our vast recreational offerings.

Navy Pride Blue

Pantone: 2955
CMYK: 100/78/36/28
RGB: 0/55/100
HEX: #003764

Bay Breezes Cyan

Pantone: 2925
CMYK: 75/25/0/0
RGB: 25/154/214
HEX: #199ad6

Abundant Green

Pantone: 361
CMYK: 75/0/100/0
RGB: 57/181/74
HEX: #39b54a

Atlantic Sunrise

Pantone: 1235
CMYK: 0/32/94/0
RGB: 255/184/29
HEX: #ffb81d

ViBE-rant Orange

Pantone: 7413
CMYK: 1/51/85/0
RGB: 244/145/62
HEX: #f4913e

Various modes allow for color consistency across print and digital applications.

WE ARE
MODERN

As the largest metropolis in Virginia with close proximity to some of the largest cities in the country like Philadelphia and DC, it is fitting that our typography reflects that. Even though the name of our primary font is a coincidence, the Proxima Nova font family embodies our modern, forward-thinking approach to city government. Evoking feelings of innovation, the font's sans serif letterforms work well for both print and digital applications.

PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

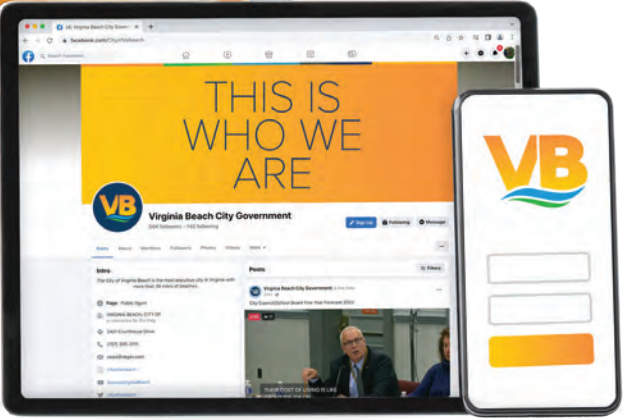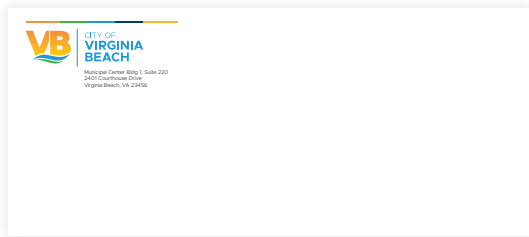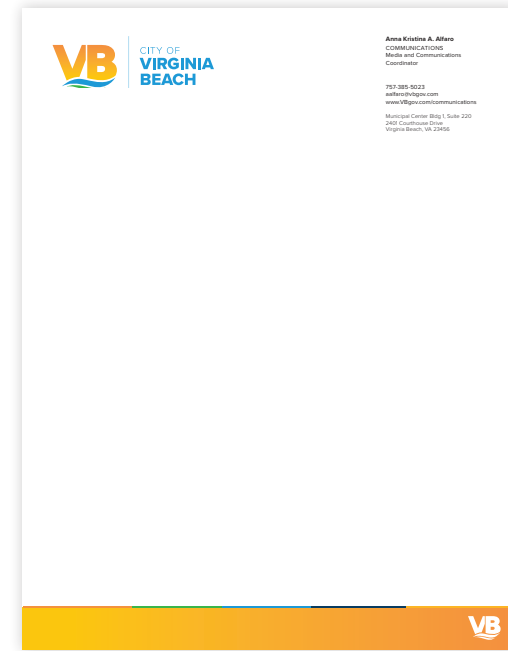*The Proxima Nova font family includes many typefaces to choose from.*

APPLYING THE BRAND

To implement the brand, a branding page is available on beachnet that includes VB and department logos, color palette, email signature, and commonly used templates for download.

Branding items are available on beachnet. Check back often as more assets will be added.
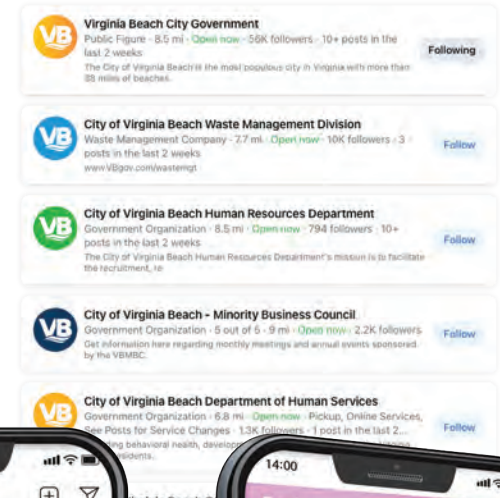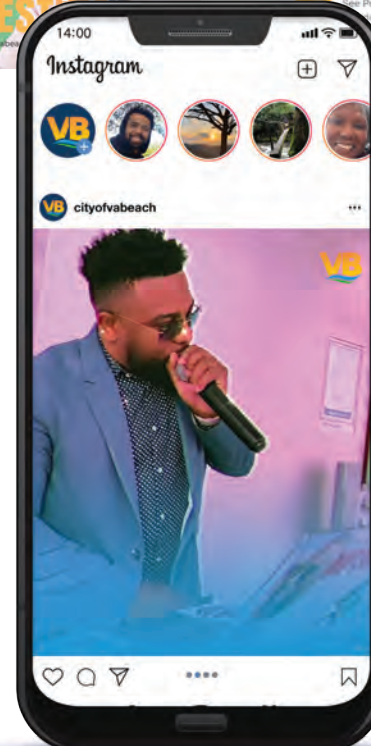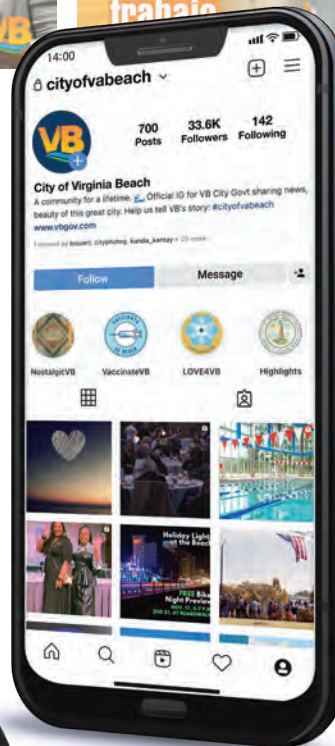
APPLYING THE BRAND

Because images are processed by the brain 60,000 times faster than text, and 4.1 billion people around the world use social media on a daily basis, imagery is an important part of our brand. Videos and photos should represent all of Virginia Beach showing a wide variety of settings, ages and backgrounds, while using strong color and natural lighting.

APPLYING THE BRAND

Email communication is a professional representation of the City. A consistent email signature helps achieve the level of professionalism needed and further amplifies our brand. All City employees should use the format shown below on all City devices, including computer, webmail and mobile. The font size must be a minimum of 12 and 10 pt., however it may be increased as needed for comfort and readability.

The use of pronouns is encouraged by the City's Inclusion and Diversity Council, but is not mandatory. Do not use: Personal quotes, graphics, wallpaper/background colors, social media icons, different fonts or department logos. You can include your division/unit name after your position/title, if needed. All text should be Black.
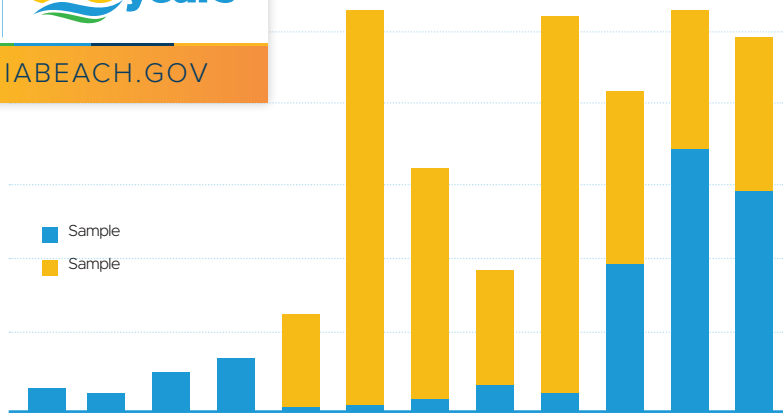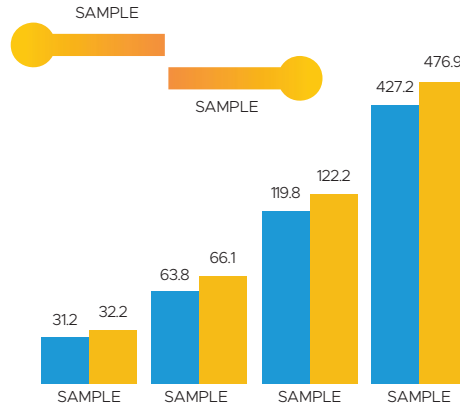
First and Last Name (pronouns) — Calibri Light (BOLD), 12 pt.
DEPARTMENT NAME — Calibri Light (All Caps), 12 pt.
Position/Title, Division/Unit *(division/unit is optional)* — Calibri Light, 12 pt.
One Space

O: 757-385-0000 | C: 555-555-5555 *(include additional phone numbers if needed)* — Calibri Light, 10 pt.*
Name@vbgov.com *(email can move up if there is no second phone number)* — Calibri Light, 10 pt.**
www.virginiabeach.gov *(or your department-related web address)* — Calibri Light, 10 pt.**
One Space

Building Name, Suite # — Calibri Light, 10 pt.
Address *(additional line if needed)* — Calibri Light, 10 pt.
Street Address | Virginia Beach, VA 234XX — Calibri Light, 10 pt.*

*Place two spaces before and after 'pipe'

**Email and web links may default to hyperlink color

CITY OF
VIRGINIA BEACH

Place the City email logo provided (do not use department logo), flush left

LOCAL BUSINESSES

PROUDLY CELEBRATING VIRGINIA BEACH'S

60

60TH ANNIVERSARY · 1963-2023

VB | CITY OF VIRGINIA BEACH

SAMPLE

SAMPLE

31.2 | 32.2
63.8 | 66.1
119.8 | 122.2
427.2 | 476.9

SAMPLE SAMPLE SAMPLE SAMPLE

PROUDLY SERVING VIRGINIA BEACH

VB | **60**years

VIRGINIABEACH.GOV

■ Sample
■ Sample

What do you hope for Virginia Beach in the next 60 years?

VB 60years

> "Our voice is more powerful when we speak as one. Working together, our impact will reach into the next 60 years and beyond.

Patrick Duhaney,
City Manager

SAMPLE
$10.7M
Sample

67%
SAMPLE
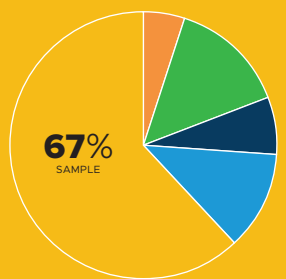
LOGO USAGE

Visual breathing space is necessary for our logo to make the most impact. The clear space needed, around the entire logo, is equal to the "half-V" width, from outside left edge to midpoint.

FORMAL HORIZONTAL LOGO

FORMAL VERTICAL LOGO

LOGO BUG

Refer to this chart for usage guidelines for logo options with various backgrounds.

The green dots show proper logo usage. Do not use any other color combinations.

This guide follows recommendations for color and contrast from accessibility.digital.gov.

WHITE			
BLACK			
ATLANTIC SUNRISE			
BAY BREEZES CYAN			
ABUNDANT GREEN			
ViBE-RANT ORANGE			
NAVY PRIDE BLUE			
GRADIENT			
LOW CONTRAST PHOTOGRAPHY			
LOW CONTRAST PATTERN			

FLEXIBLE AND ACCESSIBLE

Department directors have the flexibility to use departmental logos or unit-specific logos and marks. Samples below show examples of approved customization.

PUBLIC WORKS
Waste Management

COMMUNICATIONS
Creative Services

WCAG Level AA Guidelines for Text/Background Combinations

Because much of our content is uploaded to our website, it is important to make all content web accessible. In these cases, the most ethical and sustainable solution is for organizations to follow 2.1 Level AA Web Content Accessibility Guidelines (WCAG). This chart provides guidelines for text/background color combinations.

"Small" text refers to text that is 14 point and below. "Large" text refers to text larger than 14 point.

The green dots show proper logo usage. Do not use any other color combinations.

TEXT COLOR

BACKGROUND	WHITE	BLACK	ATLANTIC SUNRISE	BAY BREEZES CYAN	ABUNDANT GREEN	VIBE-RANT ORANGE	NAVY PRIDE BLUE
WHITE		Small and Large Text (●)	Small and Large Text	Large Text (●)	Small and Large Text	Small and Large Text	Small and Large Text (●)
BLACK	Small and Large Text (●)		Small and Large Text (●)	Small and Large Text (●)	Small and Large Text (●)	Small and Large Text (●)	Small and Large Text
ATLANTIC SUNRISE	Small and Large Text	Small and Large Text (●)		Small and Large Text	Small and Large Text	Small and Large Text	Small and Large Text (●)
BAY BREEZES CYAN	Large Text (●)	Small and Large Text (●)	Small and Large Text		Small and Large Text	Small and Large Text	Large Text (●)
ABUNDANT GREEN	Small and Large Text	Small and Large Text (○)	Small and Large Text	Small and Large Text		Small and Large Text	Small and Large Text (○)
ViBE-RANT ORANGE	Small and Large Text	Small and Large Text (●)	Small and Large Text	Small and Large Text	Small and Large Text		Small and Large Text (●)
NAVY PRIDE BLUE	Small and Large Text (●)	Small and Large Text	Small and Large Text (●)	Large Text (●)	Small and Large Text (●)	Small and Large Text (●)	
GRADIENT	Small and Large Text	Small and Large Text (●)	Small and Large Text	Small and Large Text	Small and Large Text	Small and Large Text	Small and Large Text (●)
LOW CONTRAST PHOTOGRAPHY	Small and Large Text	Small and Large Text	Small and Large Text	Small and Large Text	Small and Large Text	Small and Large Text	Small and Large Text
LOW CONTRAST PATTERN		Small and Large Text	Small and Large Text	Small and Large Text	Small and Large Text	Small and Large Text	Small and Large Text

APPAREL GUIDE

Short Sleeve T-Shirt
- Gildan® — Heavy Cotton™ 100% Cotton T-Shirt
- Available: white, black, light grey, navy, sapphire, irish green, and gold.
- Screen Print: City of VB logo or Department Logo in full color, black or white *(see color combo chart on next page).*
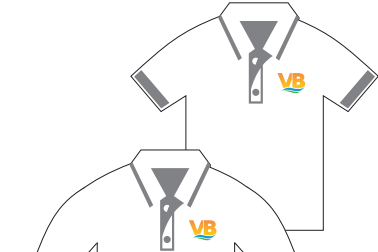
Long Sleeve T-Shirt
- Port & Company® — Long Sleeve Essential Tee
- Available: white, black, light grey, navy, sapphire, irish green, and gold.
- Screen Print: City of VB logo or Department Logo in full color, black or white *(see color combo chart on next page).*

Button ups
- Available: white black, navy.
- Embroidery: City of VB logo or Department Logo in full color, black or white *(see color combo chart on next page).*

Short and Long Sleeve Polos
- Available: white, black, light grey, navy, sapphire, irish green, and gold.
- Embroidery: City of VB logo or Department Logo in full color, black or white *(see color combo chart on next page).*

Sweatshirts/Hoodies
- Available: white black, navy.
- Embroidery: City of VB logo or Department Logo in full color, black or white *(see color combo chart on next page).*
- Optional "City of Virginia Beach" printed on the right sleeve or full logo on the back

Quarter-zip Pullover/Full-zip Jacket
- Available: white black, navy.
- Embroidery: City of VB logo or Department Logo in full color, black or white *(see color combo chart on next page).*

Additional items are available.
Visit **beachnet** for more.

Placing a Group Employee Order

Apparel/Logo Color Combinations

WHITE	VB / VB
BLACK	VB / VB
GREY	VB
BAY BREEZES BLUE	VB
ABUNDANT GREEN	VB
ATLANTIC SUNRISE	VB
NAVY PRIDE BLUE	VB / VB

As a City of Virginia Beach employee, you can purchase branded apparel for personal or professional use, out of pocket, through the City's contracted apparel vendor, **Cavalier Sportswear.** Below are the approved color and imprint options, along with guidelines and contact information for placing an order.

Ordering Guidelines

• Designate one staff member at your work location to compile, place, and coordinate payment for the order.

• Choose from the popular styles listed at **cavaliersportswear.com/vb-city-wear** or browse the entire catalog.

• Designated staff member provides the apparel style #s, colors, sizes and imprint to Cavalier Sportswear.

Contact Information

Cavalier Sportswear, Inc.
www.cavaliersportswear.com
(757) 425-1530

Apparel is sold at the contract price plus taxes.
For more information on price and turnaround time, please contact Cavalier Sportswear directly.
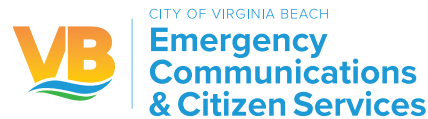
ADDITIONAL MARKS

Special circumstances require some flexibility in the use of other marks in addition to the primary VB logo as outlined below.

The City Clerk is the custodian of the City seal according to Section 3.08 of the City Code, and the seal is protected under the U.S. Patent and Trademark Office. The City seal cannot be used by third parties for the purposes set forth in our trademark application. All requests to use the City seal must be approved in advance, in writing, by the City Clerk.

Public Safety departments have long traditions of using patches on uniforms, which often translates into iconic status. For these departments, use of one departmental patch is allowed in addition to the branded City logo. The branded logo must always be present on marketing materials; the patch cannot replace the City logo, except on uniforms.

VB | CITY OF VIRGINIA BEACH
Fire Department

VB | CITY OF VIRGINIA BEACH
Police Department

VB | CITY OF VIRGINIA BEACH
Emergency Medical Services

VB | CITY OF VIRGINIA BEACH
Emergency Management

VB | CITY OF VIRGINIA BEACH
Emergency Communications & Citizen Services

WE ARE
GROWING

Opportunities abound to grow your career with the City of Virginia Beach. This brand was designed to accompany every employee on their individual professional journey. On behalf of Communications and the brand committee, it is an honor to contribute to our organization's culture and future growth. Our ultimate hope is to foster a strong sense of belonging that will draw us closer together and inspire others to serve alongside us.

— Tiffany Russell
Communications Director
City of Virginia Beach

CITY OF
**VIRGINIA
BEACH**