



VERSION 1.0
OCTOBER, 2023

BRAND *Style* GUIDE

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WELCOME MESSAGE

Building a vibrant community

Our work is supported by a vibrant, contemporary, and energetic brand.

This guide is for internal stakeholder use to ensure brand integrity. By following this guide you will help define Celebrate Fairfax as a unique local nonprofit organization and differentiate the organization from other groups.



Visual IDENTITY

PRIMARY LOGO



The Celebrate Fairfax corporate logo is made up of text and exclamation mark.

CLEAR SPACE & SIZE



When using the Celebrate Fairfax primary logo, the minimum clear space should be, at minimum, the relative diameter of the circle at the bottom of the exclamation point.

The primary logo should not be reduced to less than 1 inch wide for print and 75 px wide for digital.



LOGO VARIATIONS



Full-color knockout

In applications that require the logo to be laid over a dark background, the logo type should be white.



One-color

When color, white, or black & white versions do not work, such as on merchandise, use the one-color logo.



All white knockout

In applications that require a single color logo to be laid over a dark background, such as on merchandise, use the all white knockout logo.



Black and white

In applications that require a grayscale layout, use the black and white logo type.

LOGO RULES



DO NOT move, change or resize logo elements



DO NOT remove logo elements



DO NOT alter logo colors



DO NOT recreate with other fonts



DO NOT rotate the logo



DO NOT stretch or alter the proportions of the logo



DO NOT enclose the logo in a box or shape



DO NOT use effects on the logo.



DO NOT use a dropshadow on the logo



DO NOT apply a gradient to the logo



DO NOT use the primary logo on a dark background (use the knockout version instead)



DO NOT use the knockout logo on a light background (use the primary logo instead)



DO NOT put the logo over busy backgrounds or photos.

THE PARC AT TYSONS PRIMARY LOGO

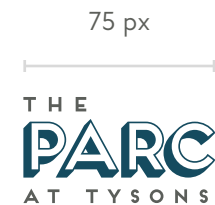


CLEAR SPACE & SIZE

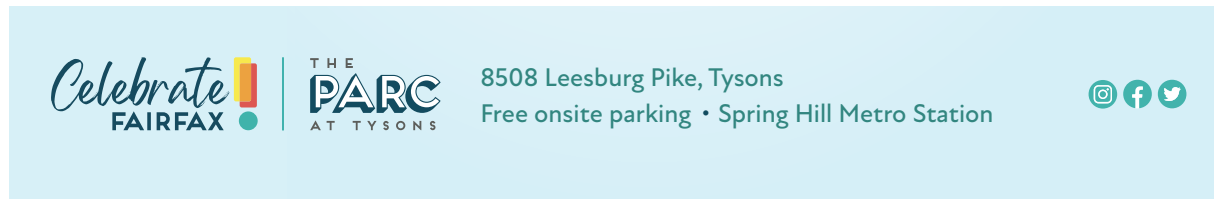


When using The Parc at Tysons primary logo, the clear space should be, at minimum, the relative same as the space between the bottom of the words PARC and AT TYSONS.

The primary logo should not be reduced to less than 1 inch wide for print and 75 px wide for digital.



DUAL LOGO LOCKUP



When used side by side with the Celebrate Fairfax logo, the logos should be equal in height and separated with a thin rule. The space between the line and logos should be relatively the same width as the word "AT".

LOGO VARIATIONS



Knockout

In applications that require the logo to be laid over a dark background, the logo should be white.



Circle logo

In applications that require the logo to be laid over a complicated, visual background, the logo should be in a filled in circle



Circle logo knockout version

In applications that require the logo to be laid over a dark background, the logo should be white.

LOGO RULES



DO NOT move, change or resize logo elements



DO NOT remove logo elements



DO NOT alter logo colors



DO NOT recreate with other fonts



DO NOT rotate the logo



DO NOT stretch or alter the proportions of the logo



DO NOT enclose the logo in a box or shape



DO NOT use effects on the logo.



DO NOT use a dropshadow on the logo



DO NOT apply a gradient to the logo



DO NOT use the primary logo on a dark background (use the knockout version instead)



DO NOT use the knockout logo on a light background (use the primary logo instead)



DO NOT put the logo over busy backgrounds or photos.

LOGO EXTENSIONS

Placemaking @ The PARC



LOGO EXTENSIONS

Events @ The PARC



LOGO EXTENSIONS

Art @ The PARC



THE PARC PHOTOGRAPHY

These photoshopped images are used for marketing materials, with high resolution files available for print.





The abbreviated logo to provide an easy to read abbreviation of the organizations name in settings such as social media profile images, avatars, and other small sizes.

It is also carried over as the foundation for branding extensions and was originally used to create a customized CF logo for each magisterial district.

IN-KIND SPONSOR LOGO



Provide this logo to external partners when Celebrate Fairfax has provided support or sponsorships. Can also be used internally to promote the sponsorships or support of external initiatives.

SHOP LOCAL MARKET LOGO



When used side by side with The PARC at Tysons, the logos should be equal in height and separated with a thin rule. The space between the line and logos should be relatively the same width as the word "AT".

SECONDARY MARKS

CF! Extension lockups



The CF! Extensions help pull together the variety of ways the organization connects the community, engages the community and celebrates the community.

SECONDARY MARKS

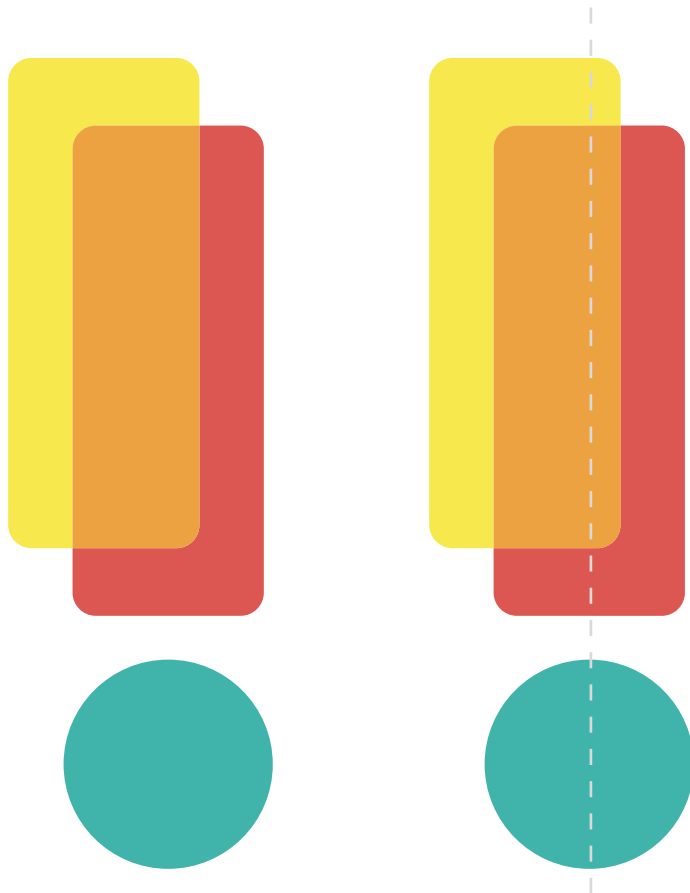
CF! Extension lockups



The CF! Extensions help pull together the variety of ways the organization connects the community, engages the community and celebrates the community.

SECONDARY MARKS

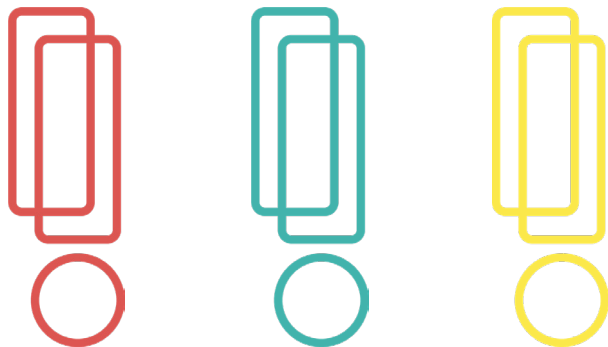
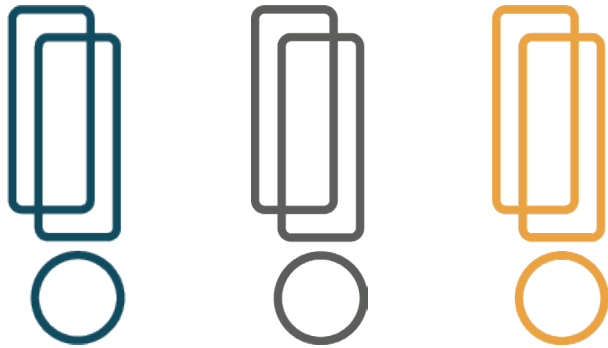
CF Exclamation Mark



This mark is used as an accent to collateral and branding materials. It can bleed halfway off the edge of a design, using the center of the circle as a guide.

SECONDARY MARKS

CF Outlined Exclamation Mark



The outlined exclamation mark is used in the primary brand colors as an accent to collateral and branding materials. It can bleed halfway off the edge of a design, using the center of the circle as a guide.

This mark can also be used to divide bulleted text that is on one line.

SECONDARY MARKS

Swashes



Use to divide sections on website or graphics.



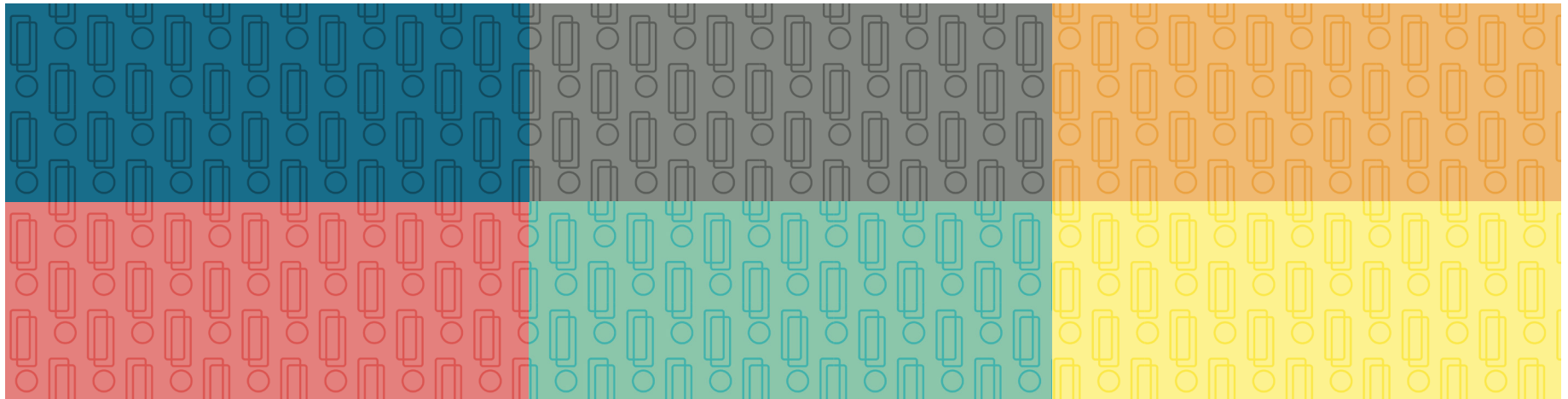
SECONDARY MARKS



Use right top right and bottom left corner brackets to contain and highlight headlines and callouts.

BACKGROUNDS

Exclamation Pattern



Duotone backgrounds to use sparingly as web dividers and in small sections of a design.

Learn how to engage with us as a:

- Volunteer
- Performer
- Exhibitor
- Sponsor
- Food Truck Vendor
- Shop Local Market Vendor

INFORMATION & INTEREST FORMS:

Get connected

- Celebrate Fairfax
- CelebrateFairfax
- CelebrateFFX
- Celebrate Fairfax, Inc.

SIGN UP FOR NEWSLETTER:

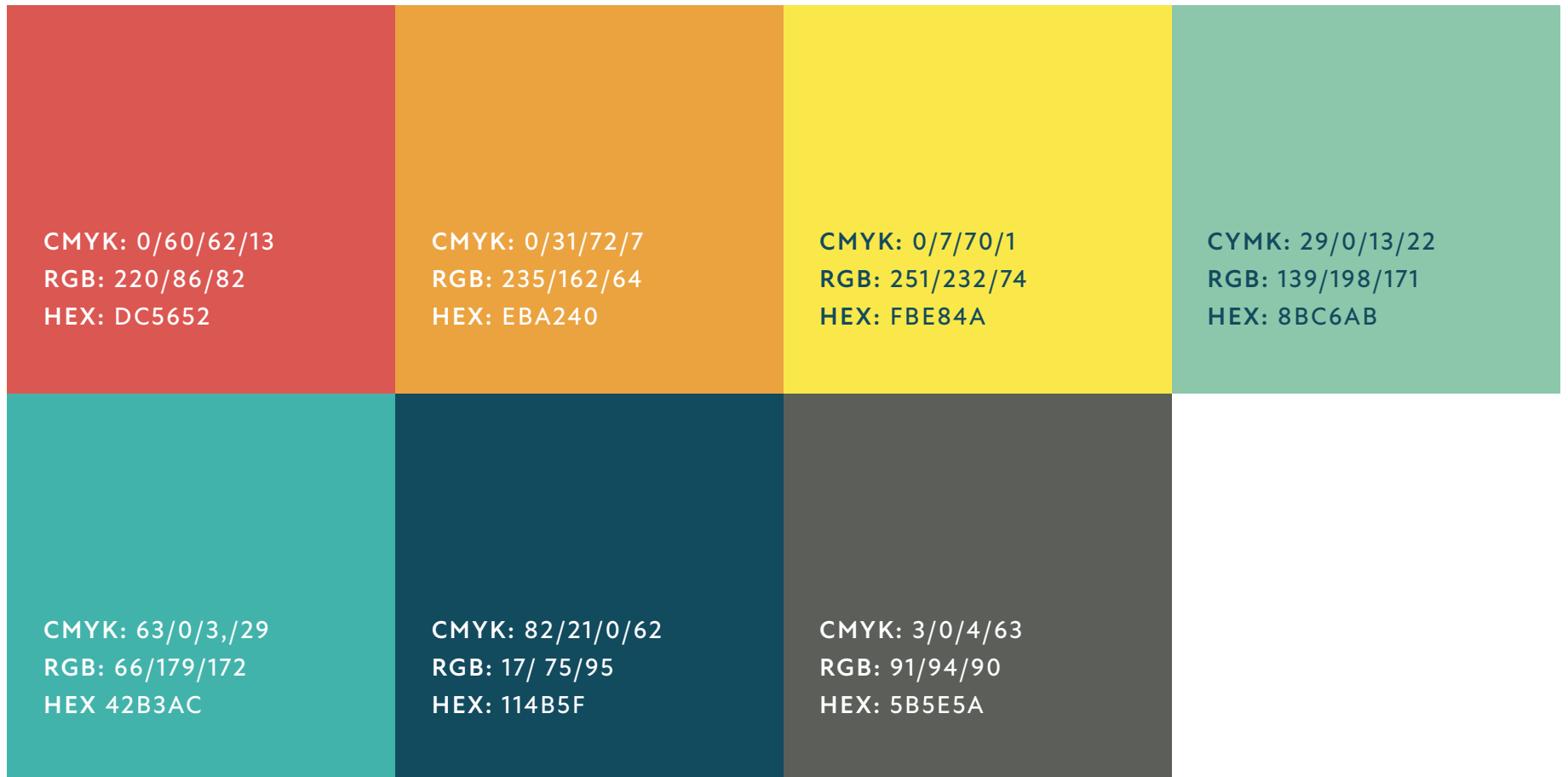
LEARN MORE ABOUT OUR MISSION AT CELEBRATEFAIRFAX.ORG

THE PARC AT TYSONS 8508 Leesburg Pike, Tysons, VA 22182
703.324.3247 • info@celebratefairfax.org

Celebrate FAIRFAX

BRAND COLORS

The seven colors of the Celebrate Fairfax palette reflect brand personality: vibrant, energetic, contemporary, fun and impactful.



EXPANDED COLOR PALETTE

The expanded palette is to be used sparingly, for backgrounds, specific events or campaigns, or digital and print materials.

+100%	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF
+87.5%	FBEAE9	FD3E7	FFFCE9	F0F8F5	E7F6F5	D5EFF8	EAEBEA
+75%	F6D5D4	FAE8D0	FEFAD2	E2F1EA	CFEDEB	AADFF0	D6D7D5
+62.5%	F2C0BE	F8DCB8	FEF7BC	D3EAE0	B6E4E1	80CFE9	C1C3C1
+50%	EDABA8	F5D0A0	FD4A5	C5E2D5	9EDBD7	56BEE1	ADAFAC
+37.5%	E99593	F3C589	FD28F	B6DBC8	86D2CD	2CAEDA	989B97
+25%	E4807D	F0B971	FCE78	A8D4C0	6EC9C3	208FB4	838782
+12.5%	E06B67	EEAD59	FCE62	99CDB6	56C0B9	186D8A	6F726E
0%	DC5652	EBA240	FBE84A	8BC6AB	42B3AC	114B5F	5B5E5A
-12.5%	D53832	E89120	FBE523	6FB897	3A9C96	0F4253	50524F
-25%	BB2B26	CC7D15	F0D805	53A983	328680	0D3948	444643
-37.5%	9C2420	AA6812	C8B404	458D6D	29706B	0B2F3C	393B38
-50%	7D1D1A	88530E	A09003	387157	215956	082630	2D2F2D
-62.5%	5E1613	663F0B	786C02	2A5541	194340	061C24	222322
-75%	3E0E0D	442A07	504802	1C382C	112D2B	041318	171716
-87.5%	1F0706	221504	282401	0E1C16	081615	02090C	0B0C0B
-100%	000000	000000	000000	000000	000000	000000	000000

CONTRAST COLORS

Recommended contrast colors for type legibility and increased accessibility.

DC5652								Aa
EBA240								Aa
FBE84A					Aa	Aa		Aa
8BC6AB					Aa			Aa
42B3AC								Aa
114B5F		Aa	Aa				Aa	
5B5E5A		Aa					Aa	
FFFFFF					Aa	Aa		Aa
000000	Aa	Aa	Aa	Aa	Aa		Aa	
DC5652	EBA240	FBE84A	8BC6AB	42B3AC	114B5F	5B5E5A	FFFFFF	000000

TYPOGRAPHY

PRIMARY FONT

FRONTAGE
REGULAR

A

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

1 2 3 4 5 6 7 8 9

~ ! @ # % \$ - &) | " < > ?

FRONTAGE
BOLD

A

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

1 2 3 4 5 6 7 8 9

~ ! @ # % \$ - &) | " < > ?

Frontage is a clean, contemporary and friendly font with high impact. It should be used sparingly only in headers and subheaders. Manually edited kerning is generally necessary.

DISPLAY FONTS

**FRONTAGE
3D**



A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

1 2 3 4 5 6 7 8 9
- ! @ # % \$ - &) | " < > ?

Frontage 3D is the font used for The PARC at Tysons logo and branding, and should not be used in other corporate branding.

**FRONTAGE
3D**



A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

1 2 3 4 5 6 7 8 9
- ! @ # % \$ - &) | " < > ?

Frontage Bulb is used exclusively for winter holiday placemaking, events, and special initiatives. It should not be used outside of these types of winter season campaigns

ACCENT FONTS

Gellatio

REGULAR

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

123456789

~!@#%\$^&)|" <>?

Gellatio Swash



Gellatio is used in the logo and very selectively as an accent in graphics. Gellatio should not be used for anything longer than 1-3 words or as body text.

BODY COPY

Atten New

BOOK

Aa

Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ~!@#%\$^&|'<>?

REGULAR

Aa

Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ~!@#%\$^&|'<>?

ITALIC

Aa

*Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ~!@#%\$^&|'<>?*

MEDIUM

Aa

Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ~!@#%\$^&|'<>?

BOLD

Aa

**Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ~!@#%\$^&|'<>?**

Atten new is used for sentences and paragraphs in print materials and graphics. It is a highly readable font whose slightly rounded lines are still friendly and warm.

WEB FONT

JOSEFIN SANS

LIGHT

Aa

Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ~!@#%\$^&)"'<>?

REGULAR

Aa

Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ~!@#%\$^&)"'<>?

ITALIC

Aa

*Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ~!@#%\$^&)"'<>?*

SEMIBOLD

Aa

Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ~!@#%\$^&)"'<>?

BOLD

Aa

**Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ~!@#%\$^&)"'<>?**

Josefin sans is the analogous web font
used on the Celebrate Fairfax website.

TYPE HIERARCHY

HEADLINES

Gellatio: Use for single words or short phrases in a contrast color for emphasis.

Frontage: The main logo font used for headlines, section headers and limited accent text. Do not use for body text.

BODY COPY

Atten New Regular: Use for body text, sentences, paragraphs, bullet points and any text longer than a few words. Use a bolder weight to emphasis certain words or phrases.

An Example
HEADLINE HERE

Subhead or emphasized phrase. Qui omnimi, andistrum iuntio ipienis que quas aut estrum res et omni minvenis seque pedi doloresto derempo riberferro bea soles plost quo destiis ciisitate et ut perorestibus adit, saerrovid ut apicia dello doloes renditem re, aut quiaae. Nam que venecum eressus. Itibus, sandam hari optataiae offic tecuptatet volupta.

Using the fonts together effectively as outlined here ensures materials are eye catching and clean, easy to read, and memorable.

PHOTOGRAPHY

Professional photography is used over stock photography whenever possible. Photography is selected for diversity in race, ethnicity, age, gender, and sexuality, with a focus on authentic images that accurately reflect the diversity of Fairfax County. Avoid using token images, look for images that include multiple types of diversity.

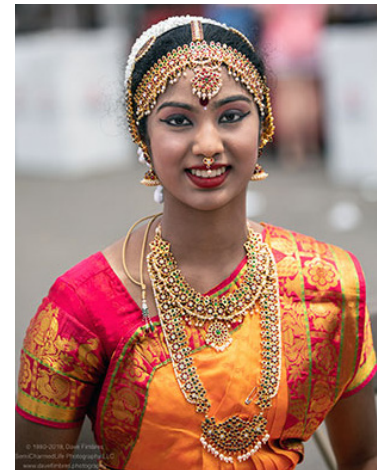
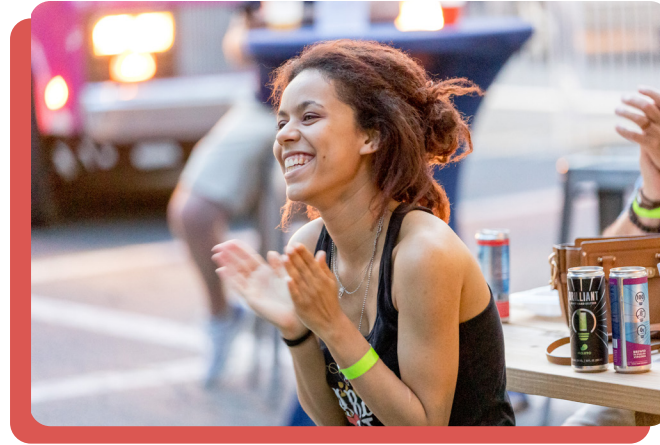


PHOTO TREATMENTS



Use rounded corners and offset colored drop shadows to make images pop off the page.



Use rounded corners and circles, with thin borders, to incorporate the vibrant and fun energy of the brand colors. Borders should be 3-10 pt stroke depending on the size of the image.

ICONOGRAPHY

The website uses Font Awesome icons as part of the Mai Icon block, including 10 Impact Area Outcomes.



**CULTURE &
RECREATION**
Palette



**ECONOMIC
OPPORTUNITY**
Lightbulb-dollar



**EFFECTIVE & EFFICIENT
GOVERNMENT**
Landmark



**RESIDENTS FACING
VULNERABILITY**
Hands-heart



**RESIDENTS FACING
VULNERABILITY**
Hand-holding-seedling



**HEALTHY
COMMUNITIES**
Heartbeat



**HOUSING AND
NEIGHBORHOOD
LIVABILITY**
Home-heart



**LIFELONG EDUCATION
AND LEARNING**
Book-reader



**MOBILITY AND
TRANSPORTATION**
Car-bus



**SAFETY AND
SECURITY**
Shield-check

ICONOGRAPHY

These icons are used both online and in print materials in white or dark teal.



Bookmark



Bullhorn



Check



Check-To-Slot



Clipboard-List



Train-Subway



File



Folder



Folder



Lightbulb



List-Check



Tree



Road



Spray-Can-Sparkles



Store



Thumbtack



People-Group

Brand
IDENTITY

CORPORATE MESSAGING

VISION STATEMENT:

Connecting and celebrating our community.

MISSION STATEMENT:

We develop and support community experiences that bring people together and create a sense of belonging.

BRAND VALUE STATEMENTS:

Inviting

We are welcoming, producing accessible, approachable, safe, and fun experiences for everyone.

Community

We are passionate and dedicated to meeting the needs of our vibrant community cultures and intentional in our belief that diversity makes our community stronger.

Collaborative

We are connectors, leveraging partnerships, teamwork, and communication.

Trustworthy

We are respected, responsive, and professional, understanding that integrity, transparency, and reliability are the pillars of Celebrate Fairfax as a valued community resource.

Innovative

We are adaptive and flexible, charting our path forward by embracing technology, incorporating new perspectives, and seeking creative approaches.

MESSAGING PLATFORM

BRAND VOICE

The way in which the Celebrate Fairfax brand is expressed verbally includes the underlying voice, which should be consistent across all communications.

CELEBRATE FAIRFAX'S VOICE ATTRIBUTES

Warm

As community leaders, Celebrate Fairfax wants everyone to feel included, valued, and respected. The voice should be friendly and always welcoming.

Inviting

As an organization serving the entire community, focusing on open ended conversations that invites attendance, participation, feedback, and input.

Professional

Reflect the long history, reputation, level of expertise and services provided by the organization. Ensure that the organization is a trusted resource and partner.

Authentic

Speak in a way that reflects the experiences of the organization in a genuine, not a performative way.

Accessible

Use simple and direct plain language, keeping in mind the diversity of Fairfax County. Clarity and precision will help accessibility across educational levels, language diversity, and life experiences.

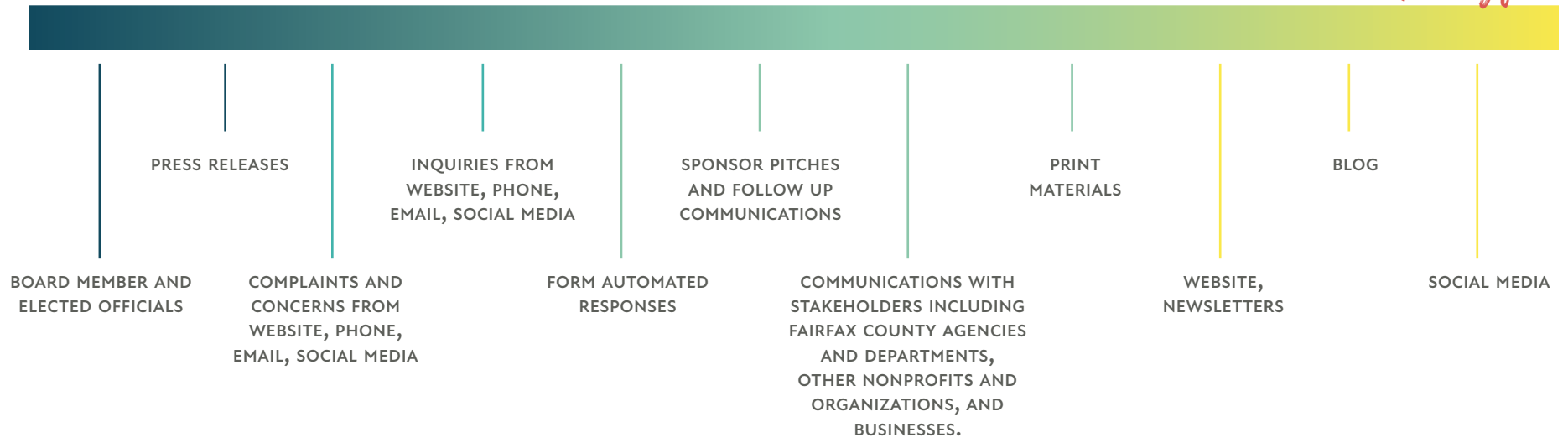
MESSAGING PLATFORM

BRAND VOICE

The brand tone is more nuanced to the target audience and communication channel.

SERIOUS

Playful



MESSAGING PLATFORM

SHORT ORGANIZATIONAL DESCRIPTION

We build a vibrant community for all, engaging across Fairfax County and working in partnership through placemaking, events, and special initiatives.

ORGANIZATIONAL DESCRIPTION

Celebrate Fairfax builds a vibrant Fairfax County community for everyone. As a nonprofit organization, we engage all stakeholders and work in partnership in everything we do. Our efforts include placemaking, events, and special initiatives, with a focus on celebrating people, art, recreation, and culture.

ELEVATOR SPEECH

My name is _____, I am the _____ at Celebrate Fairfax. We are the community building nonprofit organization that works in partnership across the county. We envision a vibrant community for all, celebrating people, art, recreation, and culture. Our three main areas of community building are placemaking, events, and special initiatives.

This text has 149 characters for Google, social media, and other short format descriptions.

General description at 307 characters, used to describe frame the purpose and work of the organization.

Brief introduction for individuals to use when introducing themselves and the work of Celebrate Fairfax in a group setting.

MESSAGING PLATFORM

PRESS RELEASE BOILERPLATE

Celebrate Fairfax is a 501c3 nonprofit organization founded in 1981 to build a vibrant community in Fairfax County. We work in partnership and engage across the community with a special focus on people, art, recreation, and culture. Our work takes place primarily through placemaking, events and special initiatives. Celebrate Fairfax's headquarters and hub for community building is located at 8508 Leesburg Pike, Tysons, VA, 22182 at The PARC at Tysons.

Learn more Celebrate Fairfax at www.celebratefairfax.org and The PARC at Tysons at Celebratefairfax.org/about-the-parc or call 703.324.3247.

ACCESSIBILITY

Celebrate Fairfax is committed to ensuring digital accessibility for people with disabilities. We are working to continually improving the user experience for everyone and applying the relevant accessibility standards.

Our accessibility protocols include high color contrast ratios for text and interactive elements, avoiding problematic color combinations such as red and green and following website accessibility best practices.

Learn more

about accessibility here: WWW.SECTION508.GOV/CREATE

ADA STATEMENT*

Fairfax County is committed to nondiscrimination on the basis of disability in all county programs, services and activities. Please contact Info@CelebrateFairfax.Org or (703)324.3247. Please allow 7 working days in advance of the event to make reasonable accommodations.

*This ADA statement should be used when something occurs on county property or with a county agency.

Celebrate
FAIRFAX

