

Fredericksburg Area Tourism

Guidelines For Use Of “Fredericksburg™ Timeless” Mark

Use Of Logo In Color

Logo is always to be used as shown:



Colors in the color version are as follows:

- Script Fredericksburg – PMS 540
- Localities (Spotsylvania, Stafford, Fredericksburg) – PMS 540
- Timeless – PMS 4515

The logo is trademarked, and the ™ mark must always appear just to the right of the letter “g” in the script Fredericksburg

Use Of Logo In Black & White

Logo is always to be used as shown:



The logo is trademarked, and the ™ mark must always appear just to the right of the letter “g” in the script Fredericksburg

Usage Guidelines

- Whenever possible, the color version of the logo is to be used.
- There are no restrictions on positioning on a page, sign, etc. It is suggested, but not required, that the logo be used in the lower right of a page, sign, etc. However, the ultimate decision on placement is up to the user.

- The logo, whenever used, must be used in its entirety. No part of the logo (Script Fredericksburg; Names Of Localities; Timeless) is to be used without the entire logo being used.
- The logo may be used in concert with the name and/or logo of any locality, commercial entity, etc. However, the logo may not be incorporated into any other logo, mark, etc. without written permission of Fredericksburg Area Tourism.
- If the logo is to be used on any product or service that is to be sold by any party other than Fredericksburg Area Tourism, such use must be approved in advance by Fredericksburg Area Tourism.

For further information, please contact Fredericksburg Area Tourism:

Julie Perry
Fredericksburg Area Tourism
706 Caroline Street
Fredericksburg, VA 22401
1-800-260-3646
japerry@fredericksburgva.gov

#