



BRAND GUIDELINES



GO VIRGINIA REGION 3 AT A GLANCE

GO VIRGINIA REGION 3 AT A GLANCE

WHAT

State-wide business-led economic development initiative with funding to invest in collaborative projects that lead to high-paying jobs in each Region.

WHERE

GO Virginia Region 3 is one of nine regions in Virginia and includes the Counties of Amelia, Brunswick, Buckingham, Charlotte, Cumberland, Halifax, Henry, Lunenburg, Mecklenburg, Nottoway, Patrick, Pittsylvania and Prince Edward and the Cities of Danville and Martinsville.

WHO

Our Council represents a broad net of business leaders; educational institutions; economic developers; and government elected officials and staff.

WHY

Each region has created a Growth & Diversification Plan that identifies regional opportunities for economic growth.

OUR GOALS ARE TO...

1. Encourage collaboration among businesses, educational institutions, nonprofits and government to spur public/private projects in high-need areas identified in the plan
2. Generate private sector investment and create high-paying jobs creation
3. Align workforce development programs with employers' needs



REGION 3 CHALLENGES

1. Only one out of every four employees in Region 3 is currently employed in a position that creates or attracts wealth for the Region. (national average: 36%)
2. Region 3 has an aging and shrinking population and is losing young talent.
3. Region 3 has a total population of 371,700 and total employment of 153,265 with a 5.3 percent unemployment rate (compare to the U.S unemployment rate of 4.1 percent).
4. The median income level in the region is \$35,000.

WHY IT'S GOOD TO BE IN REGION 3

Region 3 is ripe with opportunity: significant natural resource base, established centers of advanced manufacturing and technology, emerging innovation assets that support an entrepreneurial base, educational institutions building a skilled workforce that is needed for corporate and entrepreneurial success, and civic leadership that creates the necessary social capital to adapt to changing market conditions.

WE'RE BETTER TOGETHER

Though many of our localities are doing great things locally to spur economic development, imagine what we can do when we combine forces, eliminate duplication of efforts and gain strength in numbers! The council has identified these sectors as opportunities for regional collaboration:



Business Services / IT
Data Centers



Advanced Manufacturing
and Materials



High Value Natural
Resource Products



Health Care

If you're interested in applying for a grant, there are three types; in all three, there are matching dollar requirements:

Enhanced Capacity Building Grant: for feasibility/market studies, pre-development activities and business, workforce or innovation strategies that set you up for success in implementing projects.

Per Capita Grant: for implementation projects such as workforce development, business accelerators, research commercialization endeavors, business site development, and more, as long as they involve two or more localities and have direct economic impact to Region 3.

State Competitive Grant: primarily for implementation projects, stronger if involving two or more regions, designed for projects with the legs to compete for funding at the state level.



COLOR PALETTE

Beyond our logo, color is the most recognizable aspect of our brand identity. Our brand colors match our bold, thriving, and diverse community. Using colors appropriately is one of the easiest ways to make sure our materials reflect a cohesive brand.

MANTIS GREEN

CMYK: 79 / 0 / 91 / 0
RGB: 19 / 178 / 88
HEX: #13B258
PMS: 7481 C

ROYAL BLUE

CMYK: 100 / 91 / 1 / 0
RGB: 36 / 62 / 151
HEX: #233E97
PMS: 7687 C

APRICOT ORANGE

CMYK: 9 / 48 / 100 / 0
RGB: 228 / 147 / 37
HEX: #E49225
PMS: 7569 C



TYPOGRAPHY

Typography helps to center our brand identity and helps ensure that all of our visual communications are consistent.

Roboto Condensed

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_

Italic **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_

***Bold
Italic*** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_



LOGO

Our logo allows viewers to identify our programs, services and communications at a glance. It is important to assure that our logo is displayed in its highest resolution.

LOGO COLOR VARIATIONS

FULL COLOR

The primary format is full color.
This should be used wherever possible.



SINGLE COLOR BLACK

For monochrome applications the logo should be produced in 80% black



REVERSED OUT +1 COLOR

The logo can be produced in solid white for use on darker backgrounds.



REVERSED OUT

For single color production the logo should be produced in white



LOGO MISUSAGE

To secure the integrity of the logo it should be used as shown in the examples in this guide, avoiding any application shown below.

