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Welcome to Tysons

This Brand Guide is made up of two sections: the Brand Platform and the Visual Identity. The Brand Platform defines our core belief, audience, characteristics, promise and messaging framework. The Visual Identity guidelines summarize the components and demonstrate the use of the logo, supporting typography, color, photography, illustrative elements and compositional rules.

Through recommendations and examples the guidelines document the visual, typographic, and spatial rules that govern the system and ensure its recognition over diverse media, materials, and contexts. The guidelines provide a playbook for Tysons, its in-house design and communication team, and its external partners and consultants.
From a peach farm to a confluence of roadways, from a retail destination to a thriving corporate center—the place we now call Tysons has been evolving steadily since the 1850s. Ten years into the implementation of its comprehensive growth plan, Tysons is steadily moving toward its next future as a thriving urban district where people make their home as much as they work or have fun.

Recognizing the need for Tysons to share its distinctive and authentic story with future residents, employers, and visitors, Tysons Partnership embarked on a city brand effort in 2019 with Gensler as their consultant.

After an 18-month sequence of research, member engagement, testing, and consensus-building, the Tysons Partnership board, supported by Fairfax County leadership, adopted this brand strategy and visual identity system that guide all brand actions: place-based activations, multi-media communications, programs and events, and the evolution of Tysons Partnership itself.
What we believe

Tysons is a city shaped by the belief that growing people and community is the best kind of achievement—by a sense that we can always change and get better.
Evolving Achiever

Our core Tysons person, the Evolving Achiever, isn’t a particular age, gender, or background. They span demographic differences and share a similar mindset about what defines progress in life:

- People who are high-performing and ambitious, seeking community/relaxation.
- People with goals who know that achieving them doesn’t always happen in a nice, clean, straight line.
- People who take in every moment, appreciate every step of the journey, and feel like who you meet and what you learn along the way are the best rewards.
- People looking to balance a full life with time-savers and opportunities to reflect, relax, and re-set.
- People who think that achievement comes in many shapes and moments.
Our Promise

Tysons promises Evolving Achievers the ease, possibility, and growth that are at the heart of progress, with eight neighborhoods offering distinct conveniences, amenities, and character that give people so many choices of where, when, and how to spend time here as a resident, worker, employer, or visitor.

Ease
Tysons is a hub of convenience and choices that let you spend time on what matters to you most.

- Conveniences that save/expand time
- Ample choices for high-expectation people

Possibility
Tysons is rich with opportunities—we move possibilities forward and make them happen for individuals and organizations.

- Optimistic & aspirational outlook
- Inclusiveness
- Limitless

Growth
Tysons has grown through collaborative investment in making it better; the city’s future will continue to grow with the ways that your life and your definitions of progress change.

PERSONAL
Family, friends, community

PROFESSIONAL
Education, career, community

COMMUNITY
Collaboration, partnership, shared commitment

SELF-MOTIVATED & SELF-DEFINED
The brand character of Tysons shapes our tone of voice and the spirit of the actions we take to create ease, possibility, and growth.

**Optimistic**
- Encouraging
- Confident
- Bright

We’ve changed and will continue improving because people think about what could happen.

**Grounded**
- Savvy
- Patient
- Resourceful

We aspire but don’t just dream. We put in the work—together—to make big things happen.

**Personal**
- Neighborly
- Generous
- Curious

We grow through different perspectives. Our city is bettered by respect and inclusivity.
Tysons is the most-densely populated urban district and economic engine of Fairfax County, Virginia, ten miles from Washington, D.C. Tysons is a city evolving from suburban roots to a thriving urban future:

- Well-connected to rail/bus transit, local/regional roads, two international airports
- Home to five Fortune 500s; 120,000 total employees
- Office real estate market comparable to Atlanta, Denver, Dallas
- Two of the most successful retail destinations in the U.S.
- 27,000 people live in Tysons as of 2020; 2050 population projected to at least 100,000
- Eight neighborhoods in varied stages of development with residential, retail, public space, and office
**Tysons promises progress.**

Tuned to different lenses & listener needs: stage of life, business type.

<table>
<thead>
<tr>
<th>Live</th>
<th>Work</th>
<th>Visit/Fun</th>
<th>Invest</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Living here connects you to things you need every day: schools, shopping (grocery, household, fashion), entertainment (bars, clubs, movies, events), wellness (outdoor, retail fitness), culture (arts, music, performance) [tune to life stage interests]</td>
<td>• Working here connects you within a highly invested network of leading innovators that form the core of the region’s private sector industry.</td>
<td>• Visiting here connects you to the world’s top shopping, hospitality, and entertainment brands</td>
<td>• Investing here connects you to one of the world’s most vibrant/growing economies</td>
</tr>
<tr>
<td>• Living here connects you to places you love to go [transit/transportation]</td>
<td>• Working here is connected in all the ways you need [transit/transportation]</td>
<td>• Visiting here connects you to a business community with power</td>
<td>• Investing here connects you to a savvy, sophisticated, affluent audience [retail brands]</td>
</tr>
<tr>
<td>• Living here means neighborhoods as a connected community with its own character and conveniences [individual neighborhood message sets over time]</td>
<td>• Working here lands you among similarly motivated/educated achievers who will challenge you/help you achieve.</td>
<td>• Visiting here is easy with a diversity of hotel brands and price points</td>
<td>• Investing here gives you access to top government decision makers in close-by D.C.</td>
</tr>
<tr>
<td>• Living here lets you be part of building an evolving community</td>
<td>• Working here expands your time with great conveniences</td>
<td>• Visiting here is easy through all of the different connections [transit/air travel story]</td>
<td>• Investing here gives you the confidence of Fairfax County’s top-rated business environment</td>
</tr>
<tr>
<td>EMPLOYEE</td>
<td>EMPLOYER</td>
<td>EMPLOYER</td>
<td>EMPLOYER</td>
</tr>
<tr>
<td>• Easy to get to/from here: air, rail, road</td>
<td>• Expand your time with great conveniences during the work day</td>
<td>• Easy to get here: air, rail, road</td>
<td>• All the fundamentals in place</td>
</tr>
<tr>
<td>• Evolving walkability within neighborhoods</td>
<td>• Connected in all the ways you need—air, rail, bus, road, ped</td>
<td>• Easy to stay here with diversity of hotel brands/price points</td>
<td>• Access to top government decision makers in close-by D.C.</td>
</tr>
<tr>
<td>• Easy access to the products/services you want/need every day: schools, shopping (grocery, household, fashion), entertainment (bars, clubs, movies, events), wellness (outdoor, retail fitness, healthcare), culture (arts, music, performance)</td>
<td>• Enrich your time with social/entertainment variety</td>
<td>• Rich with options for culture, wellness, dining, hotel...all right here</td>
<td></td>
</tr>
</tbody>
</table>

---

**Progress → Ease**

Tysons is a hub of convenience and choices that let you spend time on what matters to you most.

<table>
<thead>
<tr>
<th>EMPLOYEE</th>
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<th>EMPLOYER</th>
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<td>• Connected in all the ways you need—air, rail, bus, road, ped</td>
<td>• Rich with options for culture, wellness, dining, hotel...all right here</td>
<td></td>
</tr>
<tr>
<td>• Enrich your time with social/entertainment variety</td>
<td>• Enrich your time with social/entertainment variety</td>
<td>• Connected to a region with unlimited diversions [natural, historical, cultural, events, etc.]</td>
<td></td>
</tr>
<tr>
<td>EMPLOYER</td>
<td>EMPLOYER</td>
<td>EMPLOYER</td>
<td>EMPLOYER</td>
</tr>
<tr>
<td>• Easy to get to/from here: air, rail, road</td>
<td>• Regional academic access</td>
<td>• A magnet for brands you prefer</td>
<td></td>
</tr>
</tbody>
</table>
### Progress → Possibility

**Tysons is rich with opportunities.** We move possibilities forward and make them happen for individuals and organizations.

- Interaction with different types of people that creates opportunity
- Tysons represents positive change (from suburban to urban)
- Join in and create new community traditions
- Tysons Partnership as spark, facilitator, glue
- Sense of a lot going on

**EMPLOYEE**
- Top tier of employers with innovation mindset
- Career options with concentration of private sector leaders
- Diversity of colleagues and industries

**Visit/Fun**
- “Firsts” in retail, hospitality, etc.
- Blend of pure enjoyment + aspirational activities
- Rich with options for culture, wellness, dining
- Connected to a region with unlimited diversions [natural, historical, cultural, events, etc.]

**Invest**
- Long-range vision in place
- TP as invested/committed community “glue”
- Connection to savvy, sophisticated, affluent consumers
- Access to the most sophisticated technology talent and infrastructure
- Willingness in public and private sectors to embrace challenges in the way of opportunity (Comp Plan, Tysons Partnership Mission)

### Progress → Growth

**Tysons has grown through collaborative investment in making it better; the city’s future will continue to be in growing with the ways that your life and your definitions of progress change.**

**PERSONAL/LIFE GROWTH:**
- Variety of housing/services choices here/nearby as life changes
- Rich with meaningful, valuable personal interactions that create mentorship, learning

**COMMUNITY GROWTH**
- Excellent schools and child-related services, volunteerism, Tysons Partnership as spark, facilitator, glue
- Create memories and new traditions within your family/friend circle and in your community

**CAREER GROWTH**
- Wealth of employment choices here or in region

**EMPLOYEE**
- Working here offers challenge, impact, rewards
- Companies are doing important work, making a difference
- Surround yourself with similarly motivated people who will challenge you

**EMPLOYER**
- Easy to get to/from here: air, rail, road
- Ease/lifestyle employees crave
- Regional academic access

**Visit/Fun**
- Expectations from consumer base = frequent refresh of options
- Blend of pure enjoyment + aspirational activities
- Rich with options for culture, wellness, dining
- Connected to a region with unlimited diversions [natural, historical, cultural, events, etc.]

**Invest**
- Record of success to build on
- Confidence of Fairfax County’s top-rated business environment.
- One of the world’s most vibrant/growing economies
Our logo is our most enduring and recognizable public asset. It embodies the ease, possibility, and growth that are at the heart of progress through its boldness, simplicity, and clarity of the tailored, dynamic wordmark.
Minimum Size & Clear Space

MINIMUM SIZE
Our logos is applicable across a wide range of brand touchpoints both online and offline. To ensure proper detail and legibility and to maintain consistency the minimum size requirements should always be maintained.

CLEAR SPACE
Clear space around the logo is critical in order to separate it from other communication elements such as text, headlines, imagery or partner logos. The surrounding area should always have a generous clear space so that these components are not crowded or constrained by external elements. Please observe the area of clear space to ensure the clarity and prominence of these components. The diagrams here show the minimum amount of clear space that should surround the logo for general use, and for when it is paired with external partner logos.

For general usage, maintain at least “1X” (where X = height of the “T”) between the logo and any accompanying element(s). When the logo is paired with external partners, maintain at least “1.5X” between the Tysons logo and partner / or partners’ logo(s).
Our logo should primarily appear in our primary brand color, Bright Blue (see the Color section for details). When positioned on a color background or over imagery, the logo may appear in Bright Blue, white, or black depending on which option provides the appropriate contrast for best legibility.

**In Bright Blue against a white background.**

**In white against Bright Blue background.**

**The logo may need to be applied in black & white format, such as one-color newspaper and magazine ads.**

**Do not use the black logo other than those instances.**

**The logo should be placed in an area of an image that does not compete with or obscure it.**

**The logo can be positioned on a busier area of the image, if enough contrast exists to maintain legibility.**
Do Not

The integrity of the logo must be respected at all times. Always use the correct version of the logo, and never attempt to recreate or modify it in any way.
The consistent use of color is a vital element of the Tysons identity. A harmonious balance between confident primary colors and bright secondary accent colors lets us create an energetic feel, with our distinctive Bright Blue at the core of our design.

**PRODUCTION CONSIDERATIONS**

Printing with CMYK can produce varied results. Please work with your printer to ensure the CMYK values are as close a match to the PMS as possible (draw downs and proofing recommended). In print, PMS is always preferred. When budget constraints prohibit the use of PMS colors, their CMYK equivalents (as outlined here) should be used. In contexts where the use of color is not an option (e.g., newspaper ads), the Logo should be black (100% K) or white (0%).

For web and other screen applications, the identity components should be rendered with a RGB/HEX value. Due to inherent differences in the calibration of different monitors, these may need to be altered slightly. RGB/HEX values seen here should be used as references only.
The Tysons primary color palette consists of a master color (Bright Blue) and a complementary color (Fire Red). The primary color palette serves as the visual foundation for all branded communications.

**Bright Blue**
- Used as the predominant color for backgrounds, headlines, large copy and graphic elements.

**Fire Red**
- Used as the primary accent color.

### PRIMARY COLORS

**Bright Blue**
- PMS: 2935 C
- CMYK: 100, 63, 0, 2
- RGB: 48, 54, 255
- WEB: #3036FF

**Fire Red**
- PMS: RED 032 C
- CMYK: 0, 90, 76, 0
- RGB: 249, 80, 78
- WEB: #F9504E
SECONDARY COLORS
Our secondary colors should be used in coordination with and to complement our primary colors as limited backgrounds, in graphics and in select executions of text. They can be combined with our Bright Blue to highlight and support key messages and imagery.

Deep Blue
Used in backgrounds, graphics, and large text.

Nightlife
Used in large text, limited backgrounds, and graphics.

Garden Green
Used in large text, limited backgrounds, and graphics.

Pinpoint White
Used in text and graphics placed on a dark background.

ACCENT COLORS
Our accent colors should be used sparingly: as limited backgrounds, graphics, and in very specific executions of text. They can be combined with our Bright Blue to highlight and support key messages and imagery.

Marigold

Tangerine

Violette
Certain design applications may require a lighter color tone than is included in our color palette. In these cases, a tint of select colors from our palette may be used. The appropriate colors to use for a custom tint are shown here.
Typography plays an important role in creating a consistent look across every communication, whether an internal email, marketing brochure, building sign or promotional advertisement. Our typefaces were selected because of their clarity, and legibility, and ability to deliver our messages with brevity and confidence.
Our Typefaces

DISPLAY TYPEFACE
The custom typeface Tysons Visby provides a unique expression of our brand personality. It represents our optimistic spirit through its confident geometric forms, while its bold weight keeps it grounded and its playful mix of small capital characters captures our personal tone.

Tysons Visby should be used sparingly in applications such as headline treatments and short pull quotes. Tysons Visby is a custom typeface; please contact info@tysonspartnership.org for access to the font files.

TEXT TYPOGRAPHY
Roboto and Roboto Slab are our primary typefaces for large amounts of text. They feature friendly and open curves creating humanist typefaces that offer excellent legibility in both print and digital applications.

These typefaces should be used for most text treatments, including body text, subheads and captions. Our brand will use all available weights of these typefaces. Roboto and Roboto Slab are open source fonts, available as a free download to all users from Google Fonts.

### TYSONS VISBY

```plaintext
abcdefghijklmnopqrstuvwxyz
12345678910@#$%&*?""
```

### ROBOTIC SLAB

#### LIGHT

```plaintext
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910@#$%&*?"
```

#### REGULAR

```plaintext
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910@#$%&*?"
```

#### MEDIUM

```plaintext
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910@#$%&*?"
```

#### BOLD

```plaintext
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910@#$%&*?"
```

#### BLACK

```plaintext
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910@#$%&*?"
```
The following guidelines for typographic sizes and relationships will help provide the appropriate hierarchy of information and consistency across all communications. All sizes shown are calculated using the proportions of body copy as a baseline. Please see the table below for full specifications.

### TYPOGRAPHY

#### Relationships & Hierarchy

Tysons is young, smart, and growing. Tysons’ residential population is growing faster than its County or regional counterparts. It is generally youthful and well-educated with a preference for urban living. The population of over 28,000 has increased at a rate more than three times that of the region and four times that of Fairfax County.

### TYPOGRAPHY TABLE

<table>
<thead>
<tr>
<th>USE</th>
<th>TYPEFACE</th>
<th>FONT SIZE</th>
<th>LINE SPACING</th>
<th>FONT WEIGHT</th>
<th>KERNING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline</td>
<td>Tysons Visby</td>
<td>250-1000%</td>
<td>110%</td>
<td>Heavy</td>
<td>Optical</td>
</tr>
<tr>
<td>Introduction/subhead text</td>
<td>Roboto</td>
<td>250-1000%</td>
<td>110%</td>
<td>Light 300</td>
<td>Optical</td>
</tr>
<tr>
<td>Body Copy/subhead</td>
<td>Roboto</td>
<td>100%</td>
<td>130%</td>
<td>Medium 500</td>
<td>Optical</td>
</tr>
<tr>
<td>Body copy</td>
<td>Roboto Slab</td>
<td>100%</td>
<td>130%</td>
<td>Light 300</td>
<td>Optical</td>
</tr>
<tr>
<td>Caption text</td>
<td>Roboto</td>
<td>80%</td>
<td>130%</td>
<td>Light 300</td>
<td>Optical</td>
</tr>
</tbody>
</table>

Tysons Economic Report 2021
Do Not

**Do not mix weights or styles of type within headlines or paragraphs.**

**Do not stagger type. Align flush left.**

**Do not use drop shadow or special effects on text.**

**Do not track text too loosely or tightly.**

**Do not set the leading of the headline or body text too loosely.**

**Headlines on white do not use any color other than Bright Blue.**
Our identity is purposefully simple and bold, intended to be recognizable and legible across all touchpoints and mediums. However, the identity is not intended to be static. A core component of the Tysons identity is the potential for the logo to adapt to a multitude of unique needs and to communicate in a very specific or very broad way as needs dictate.

Through the use of imagery integrated into the wordmark, the illustrative version of the logo captures the breadth of what Tysons has to offer and can be customized for different audiences to connect with people through humor, surprise, or other emotions. This approach connotes individuality and the evolving nature of Tysons while remaining consistent.
Creating an illustrative version of our identity involves replacing the “O” in the Tysons logo with an appropriate graphic element, either photographic or illustrative. This element should be silhouetted (no background) or part of a larger photographic composition.

When creating an illustrative identity application, the size relationships and the spacing of the letter characters must not be altered in any way. The illustrative or photographic element may be placed within the logo so that the neighboring letter characters sit either in front or behind the element, accentuating the interaction between the graphic elements. This type of placement and graphic detail is encouraged.

When selecting a graphic element to create an illustrative logo, take special care to avoid imagery that may be offensive to any of our audiences. The graphic element should not directly associate Tysons with any corporate, commercial or political entity that has not been previously approved by Tysons Partnership. Do not use any trademarked imagery or elements in the illustrative logo.

Tysons Partnership is available to consult on the use of the illustrative logo to help users achieve the desired effect. Please contact info@tysonspartnership.org for more information.
ILLUSTRATIVE LOGO

In Application
Photography is a major component of our visual identity and will be used prominently throughout our communication channels. Our photography should feel optimistic, grounded and personal. We should show real stories that communicate to our audience that Tysons offers all the opportunities, convenience, and character of a place that embodies progress and possibility.

The images in this guide are intended to serve as a visual reference for the sourcing and art direction of all photography moving forward. Some of the reference images show environments that are not specific to Tysons and, in fact, may be recognizable as a location other than Tysons.

The images shown were sourced from stock photography resources such as Getty Images. Many of the images shown in the guide are appropriate for use in current communication materials. Some of the images have been purchased for use; please inquire with the Tysons brand team for access to any approved image assets.
Tysons is an expressive and dynamic brand. Our photography should reinforce these values.

Our photography should capture real moments showcasing specific narratives of individuals, families, businesses, commerce, and community. Though underpinned by common attributes, the images are as varied as the stories they tell.

GUIDING PRINCIPLES

**Human**

Our photography should tell an honest human story. We must shoot or find imagery that captures real and genuine moments.

**Spirited**

We should show people living lives that are full, active and enthusiastic. They embrace new experiences and enjoy special moments within them.

**Outgoing**

Our photography is vibrant, warm and friendly. We communicate our openness as well as the sociable and expressive nature of our community.
Primary photography showcases the human experience of living in, working in, and visiting Tysons. It sets out to capture movement and the more dynamic moments within everyday life. These images should feel energetic and active, positive and lively.

The following pages are representative of the types and subjects of photography that can express the Tysons brand experience in the future.

**CHARACTERISTICS**

- Movement and energy
- Being part of the action
- Human
- Natural lighting and settings
- Interesting perspectives
- Diversity of people, ages, and culture
PHOTOGRAPHY

Secondary

Our secondary photography focuses on the places, destinations, buildings, and environments that provide a platform for the human experience to happen.

Secondary photography captures a more still aspect of life at Tysons. These moments and subjects are less active than our primary photography.

The following pages are representative of the types and subjects of secondary photography that can express the Tysons brand in the future.

CHARACTERISTICS

- Little or no movement
- Natural lighting and settings
- Interesting perspectives such as overhead, extreme angles (as appropriate)
- Focus on places, destinations, buildings and environments
- Does not necessarily need a specific focal point
PHOTOGRAPHY

Portraits

FORMAT FOR CROPPING
All portrait photography should be taken from the chest up. The photo should be taken as a horizontal picture, so that the subject and background can be used in a square crop.

LIGHTING
There should be ample frontal lighting that does not cause shadows or heavy contrast on the subject's face.

POSE
The subject can face the camera head-on or look away from the camera. Authentic and unposed photos are encouraged.

CAMERA
Bright solid, textured, or blurred (via Portrait Mode on iPhones) backgrounds preferred. Use a timer or tripod (if available) to take the photo.

Do make sure the subject and background can be used in a square crop. Horizontal photos preferred.

Do use a solid-colored or textured background

Do capture genuine human emotions.

Do not take a “selfie” photo.

Do not take your photo in a dark area, background, or with lighting that causes shadowing or heavy contrast.

Do not silhouette the subject matter or attempt to remove the background from any portrait image.
PHOTOGRAPHY

Do's

- **Do** use thoughtful, interesting angles.
- **Do** use natural settings and scenes.
- **Do** feature people (secondary photography may not always feature people).
- **Do** use natural lighting.
- **Do** capture spontaneity and energy.
Do Not's

- Do not use contrived angles or perspectives.
- Do not use staged settings.
- Do not use black & white photography.
- Do not use studio settings.
- Do not use oversaturated or overly stylized color.
- Do not use cut-out photography (except in the case of the Illustrative Logo).
PHOTOGRAPHY

Do Not’s

Do not use photography which does not contain clearly defined subject matter.

Do not use photography without people (applies to Primary photography only).

Do not use photography which feels unprofessional or lacks professional aesthetics (color, lighting, angle, etc.)
Recommendations

**Selecting photography**
Choose images that feel human, spirited and outgoing. They should demonstrate the spirit of Tysons as a place that represents growth, possibility and progress. Scenes should feel captured, not depicted.

**Lighting**
Use natural-feeling lighting and staging to create inviting images. Avoid images with either too much or too little contrast.

**Framing**
Create focal points by zooming out to reveal a scene or zooming in to capture more detail.

**Retouching**
If retouching is needed, use a light hand. Keep appearances as close to natural as possible. When enhancing images, don’t use heavy filters or overly sharpen or blur. Don’t over-doctor skin, hair or coloring. Naturally occurring imperfections retain a human quality.

**Talent**
We feature people as diverse as our community. When considering images, think human, spirited and outgoing as well as a diverse cast of genders, ages and ethnicities. Subjects should be natural and not overly made up or posed.

**Type over photography**
When layouts include the use of typography over photography, carefully consider imagery that allows legibility.
These guidelines are intended to provide a comprehensive foundation for creating consistent graphic expressions across a broad range of communication touch points.

For access to specific brand assets or for any questions, please contact a member of the Tysons brand team at info@tysonspartnership.org.