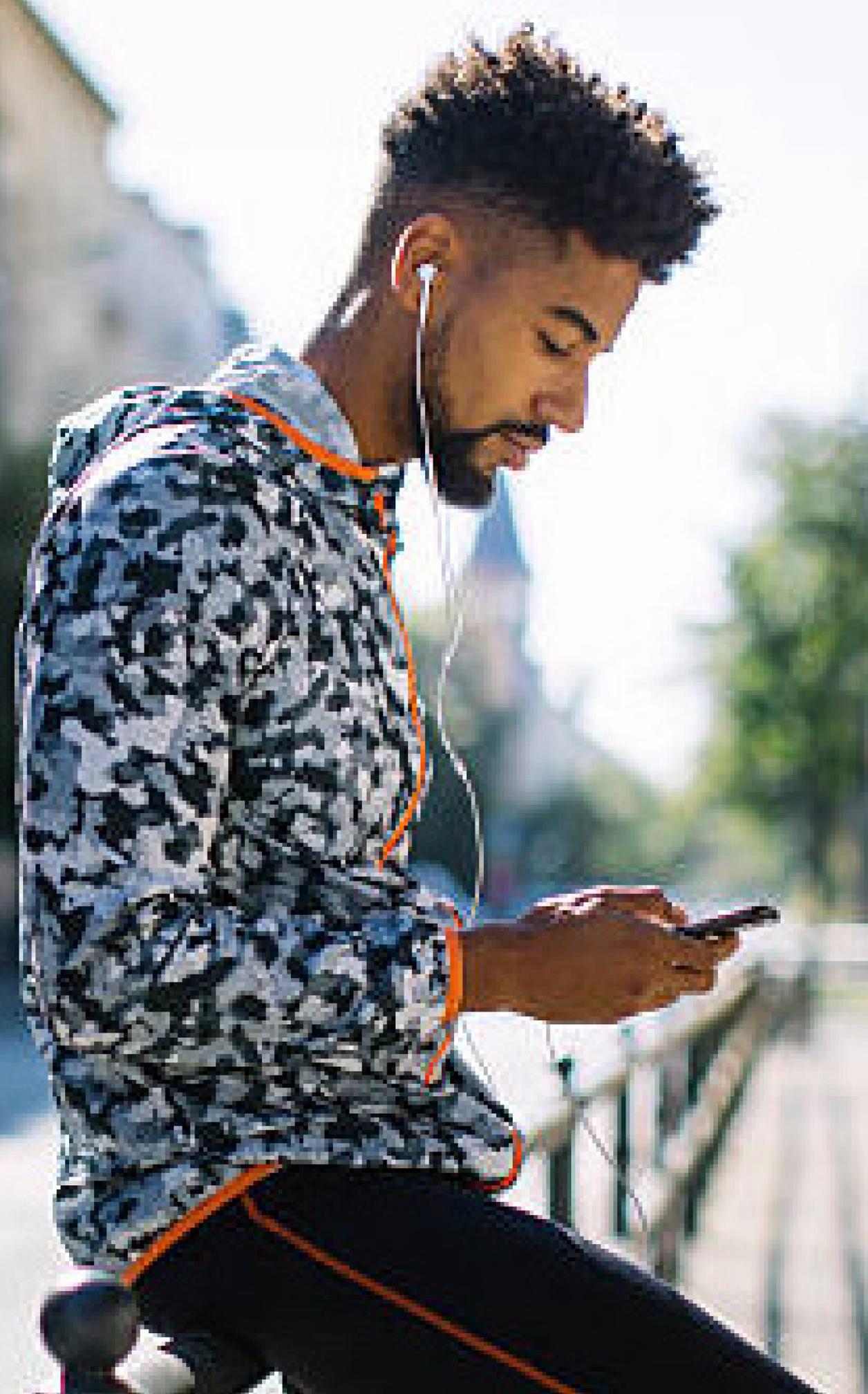


# Tyson's

Brand Guide v1.0



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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.

**PLEASE NOTE**

The images in this document are for reference purposes only and have not been purchased for use. Please inquire with the Tysons brand team for access to any approved image assets.



# Our Core Belief

## What we believe

Tyson's 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.

# Our Person

## 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

Tyson's 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

Tyson's 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

Tyson's is rich with opportunities—we move possibilities forward and make them happen for individuals and organizations.

- Optimistic & aspirational outlook
- Inclusiveness
- Limitless

## Growth

Tyson's 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

# Our Personality

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.



# About Tysons



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

# Messaging Framework

	Live	Work	Visit/Fun	Invest
<p><b>Tyson's promises progress.</b></p> <p>Tuned to different lenses &amp; listener needs: stage of life, business type.</p>	<ul style="list-style-type: none"> <li>• 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]</li> <li>• Living here connects you to places you love to go [transit/transportation]</li> <li>• Living here means neighborhoods as a connected community with its own character and conveniences [individual neighborhood message sets over time]</li> <li>• Living here lets you be part of building an evolving community</li> </ul>	<ul style="list-style-type: none"> <li>• Working here connects you within a highly invested network of leading innovators that form the core of the region's private sector industry.</li> <li>• Working here is connected in all the ways you need [transit/transportation]</li> <li>• Working here lands you among similarly motivated/educated achievers who will challenge you/help you achieve.</li> <li>• Working here expands your time with great conveniences</li> <li>• Working here enriches your time with social/entertainment variety</li> </ul>	<ul style="list-style-type: none"> <li>• Visiting here connects you to the world's top shopping, hospitality, and entertainment brands</li> <li>• Visiting here connects you to a business community with power</li> <li>• Visiting here is connected to a region with unlimited diversions [natural, historical, cultural, events, etc.]</li> <li>• Visiting here is easy with a diversity of hotel brands and price points</li> <li>• Visiting here is easy through all of the different connections [transit/air travel story]</li> </ul>	<ul style="list-style-type: none"> <li>• Investing here connects you to one of the world's most vibrant/growing economies</li> <li>• Investing here connects you to a savvy, sophisticated, affluent audience [retail brands]</li> <li>• Investing here gives you access to top government decision makers in close-by D.C.</li> <li>• Investing here gives you the confidence of Fairfax County's top-rated business environment</li> <li>• Investing here gains access to the most sophisticated technology talent and infrastructure available</li> </ul>
<p><b>Progress → Ease</b></p> <p>Tyson's is a hub of convenience and choices that let you spend time on what matters to you most.</p>	<ul style="list-style-type: none"> <li>• Easy to get to/from here: air, rail, road</li> <li>• Evolving walkability within neighborhoods</li> <li>• 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)</li> </ul>	<p><b>EMPLOYEE</b></p> <ul style="list-style-type: none"> <li>• Expand your time with great conveniences during the work day</li> <li>• Connected in all the ways you need—air, rail, bus, road, ped</li> <li>• Enrich your time with social/entertainment variety</li> </ul> <p><b>EMPLOYER</b></p> <ul style="list-style-type: none"> <li>• Easy to get to/from here: air, rail, road</li> <li>• Ease/lifestyle employees crave</li> <li>• Regional academic access</li> </ul>	<ul style="list-style-type: none"> <li>• Easy to get here: air, rail, road</li> <li>• Easy to stay here with diversity of hotel brands/price points</li> <li>• Rich with options for culture, wellness, dining, hotel...all right here</li> <li>• Connected to a region with unlimited diversions [natural, historical, cultural, events, etc.]</li> <li>• A magnet for brands you prefer</li> </ul>	<ul style="list-style-type: none"> <li>• All the fundamentals in place</li> <li>• Access to top government decision makers in close-by D.C.</li> </ul>

# Messaging Framework

	Live	Work	Visit/Fun	Invest
<p><b>Progress → Possibility</b></p> <p>Tyson's is rich with opportunities. We move possibilities forward and make them happen for individuals and organizations.</p>	<ul style="list-style-type: none"> <li>• Interaction with different types of people that creates opportunity</li> <li>• Tyson's represents positive change (from suburban to urban)</li> <li>• Join in and create new community traditions</li> <li>• Tyson's Partnership as spark, facilitator, glue</li> <li>• Sense of a lot going on</li> </ul>	<p><b>EMPLOYEE</b></p> <ul style="list-style-type: none"> <li>• Top tier of employers with innovation mindset</li> <li>• Career options with concentration of private sector leaders</li> <li>• Diversity of colleagues and industries</li> </ul> <p><b>EMPLOYER</b></p> <ul style="list-style-type: none"> <li>• Concentration of first-rate talent</li> <li>• Confidence of FxCO positive business environment</li> <li>• Tyson's Partnership as highly invested network of leading innovators</li> </ul>	<ul style="list-style-type: none"> <li>• "Firsts" in retail, hospitality, etc.</li> <li>• Blend of pure enjoyment + aspirational activities</li> <li>• Rich with options for culture, wellness, dining</li> <li>• Connected to a region with unlimited diversions [natural, historical, cultural, events, etc.]</li> </ul>	<ul style="list-style-type: none"> <li>• Long-range vision in place</li> <li>• TP as invested/committed community "glue"</li> <li>• Connection to savvy, sophisticated, affluent consumers</li> <li>• Access to the most sophisticated technology talent and infrastructure</li> <li>• Willingness in public and private sectors to embrace challenges in the way of opportunity (Comp Plan, Tyson's Partnership Mission)</li> </ul>
<p><b>Progress → Growth</b></p> <p>Tyson's 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.</p>	<p><b>PERSONAL/LIFE GROWTH:</b></p> <ul style="list-style-type: none"> <li>• Variety of housing/services choices here/nearby as life changes</li> <li>• Rich with meaningful, valuable personal interactions that create mentorship, learning</li> </ul> <p><b>COMMUNITY GROWTH</b></p> <ul style="list-style-type: none"> <li>• Excellent schools and child-related services, volunteerism, Tyson's Partnership as spark, facilitator, glue</li> <li>• Create memories and new traditions within your family/friend circle and in your community</li> </ul> <p><b>CAREER GROWTH</b></p> <ul style="list-style-type: none"> <li>• Wealth of employment choices here or in region</li> </ul>	<p><b>EMPLOYEE</b></p> <ul style="list-style-type: none"> <li>• Working here offers challenge, impact, rewards</li> <li>• Companies are doing important work, making a difference</li> <li>• Surround yourself with similarly motivated people who will challenge you</li> </ul> <p><b>EMPLOYER</b></p> <ul style="list-style-type: none"> <li>• Easy to get to/from here: air, rail, road</li> <li>• Ease/lifestyle employees crave</li> <li>• Regional academic access</li> </ul>	<ul style="list-style-type: none"> <li>• Expectations from consumer base = frequent refresh of options</li> <li>• Blend of pure enjoyment + aspirational activities</li> <li>• Rich with options for culture, wellness, dining</li> <li>• Connected to a region with unlimited diversions [natural, historical, cultural, events, etc.]</li> </ul>	<ul style="list-style-type: none"> <li>• Record of success to build on</li> <li>• Confidence of Fairfax County's top-rated business environment.</li> <li>• One of the world's most vibrant/growing economies</li> </ul>

# Logo guideLines

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).

# Tysons

tysons

**MINIMUM SIZE**  
NO LESS THAN .25" HIGH



**CLEAR SPACE**

# Usage

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 may need to be applied on black.



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.



**Do not** apply an outline, drop shadow or other effects to the logo.



**Do not** stretch or manipulate the logo.



**Do not** add a box or a shape to the logo.



**Do not** typeset any part of the Logo.



**Do not** outline the logo.



**Do not** set the logo on an angle.



**Do not** substitute the logo typeface.



**Do not** insert photos or graphic elements in the logo.

# In Application





COLOR

# Primary Palette

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

<b>PMS</b>	2935 C	<b>PMS</b>	RED 032 C
<b>CMYK</b>	100, 63, 0, 2	<b>CMYK</b>	0, 90, 76, 0
<b>RGB</b>	48, 54, 255	<b>RGB</b>	249, 80, 78
<b>WEB</b>	#3036FF	<b>WEB</b>	#F9504E
Bright Blue		Fire Red	

## COLOR

# Extended Palette

### 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.

#### Electric Blue

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.

### SECONDARY COLORS

**PMS** DARK BLUE C  
**CMYK** 91, 71, 0, 41  
**RGB** 14, 43, 150  
**WEB** #0E2B96

Deep Blue

**PMS** 311 C  
**CMYK** 65, 0, 6, 0  
**RGB** 14, 198, 255  
**WEB** #0EC6FF

Electric Blue

**CMYK** 0, 0, 0, 0  
**RGB** 255, 255, 255  
**WEB** #FFFFFF

Pinpoint White

**PMS** 432 C  
**CMYK** 78, 57, 39, 56  
**RGB** 60, 60, 60  
**WEB** #3C3C3C

Nightlife

**PMS** 375 C  
**CMYK** 40, 0, 98, 0  
**RGB** 120, 209, 5  
**WEB** #78D105

Garden Green

### ACCENT COLORS

**PMS** 116 C  
**CMYK** 0, 10, 98, 0  
**RGB** 255, 209, 0  
**WEB** #FFD100

Marigold

**PMS** 151 C  
**CMYK** 0, 54, 100, 0  
**RGB** 255, 130, 0  
**WEB** #FF8200

Tangerine

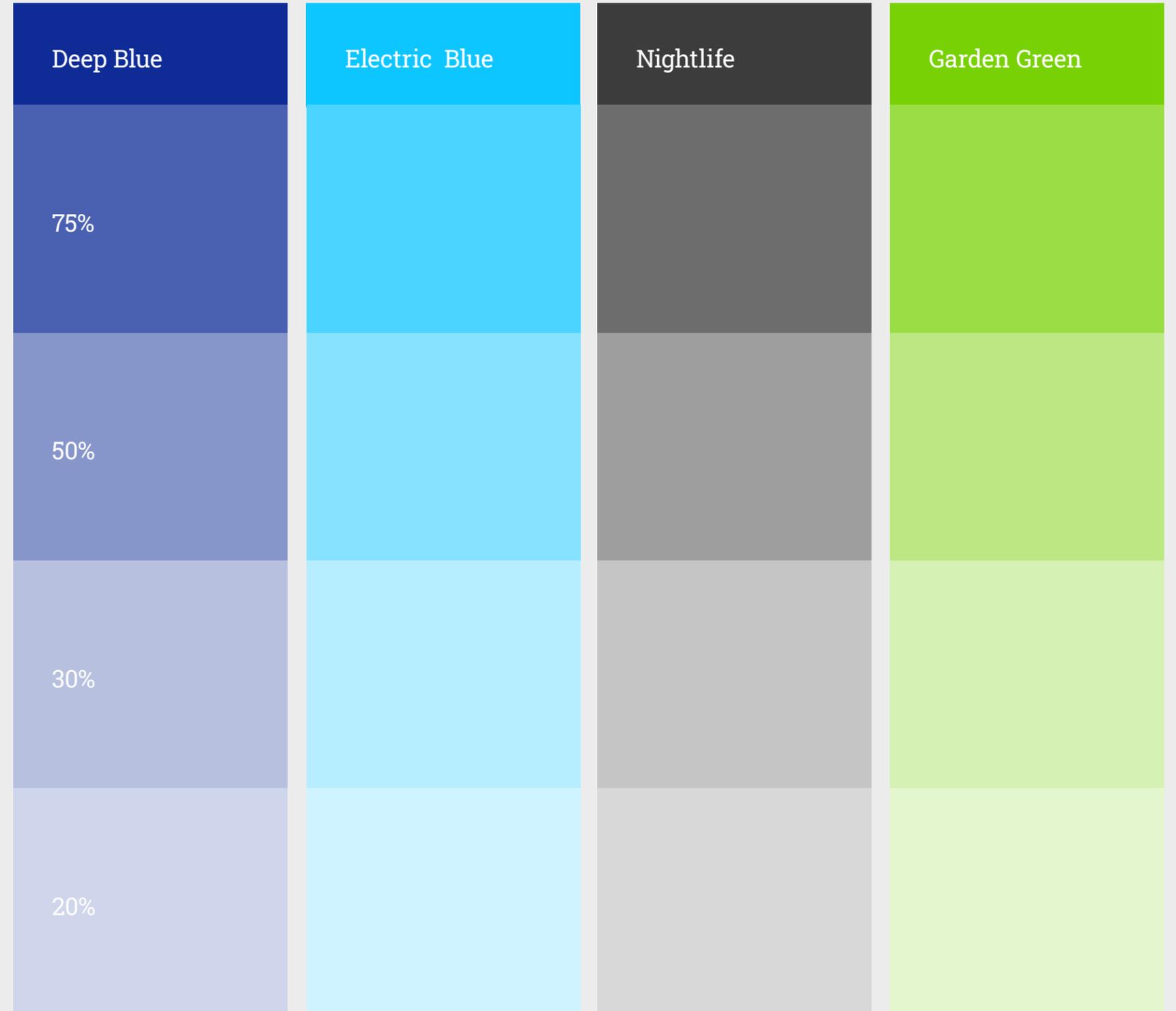
**PMS** 2098 C  
**CMYK** 92, 97, 0, 0  
**RGB** 130, 0, 255  
**WEB** #8200FF

Violette

# Tints

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.

## TINTS





# 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](mailto: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

**abcdefghijklmnopqrstuvwxyZ**  
**12345678910@#%&\*?"'"/**

## ROBOTO SLAB

### LIGHT

abcdefghijklmnopqrstuvwxyZ  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
12345678910@#%&\*?"'"/

### REGULAR

abcdefghijklmnopqrstuvwxyZ  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
12345678910@#%&\*?"'"/

### MEDIUM

abcdefghijklmnopqrstuvwxyZ  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
12345678910@#%&\*?"'"/

### BOLD

abcdefghijklmnopqrstuvwxyZ  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
12345678910@#%&\*?"'"/

### BLACK

abcdefghijklmnopqrstuvwxyZ  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
12345678910@#%&\*?"'"/

## ROBOTO

### LIGHT

abcdefghijklmnopqrstuvwxyZ  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
12345678910@#%&\*?"'"/

### REGULAR

abcdefghijklmnopqrstuvwxyZ  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
12345678910@#%&\*?"'"/

### MEDIUM

abcdefghijklmnopqrstuvwxyZ  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
12345678910@#%&\*?"'"/

### BOLD

abcdefghijklmnopqrstuvwxyZ  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
12345678910@#%&\*?"'"/

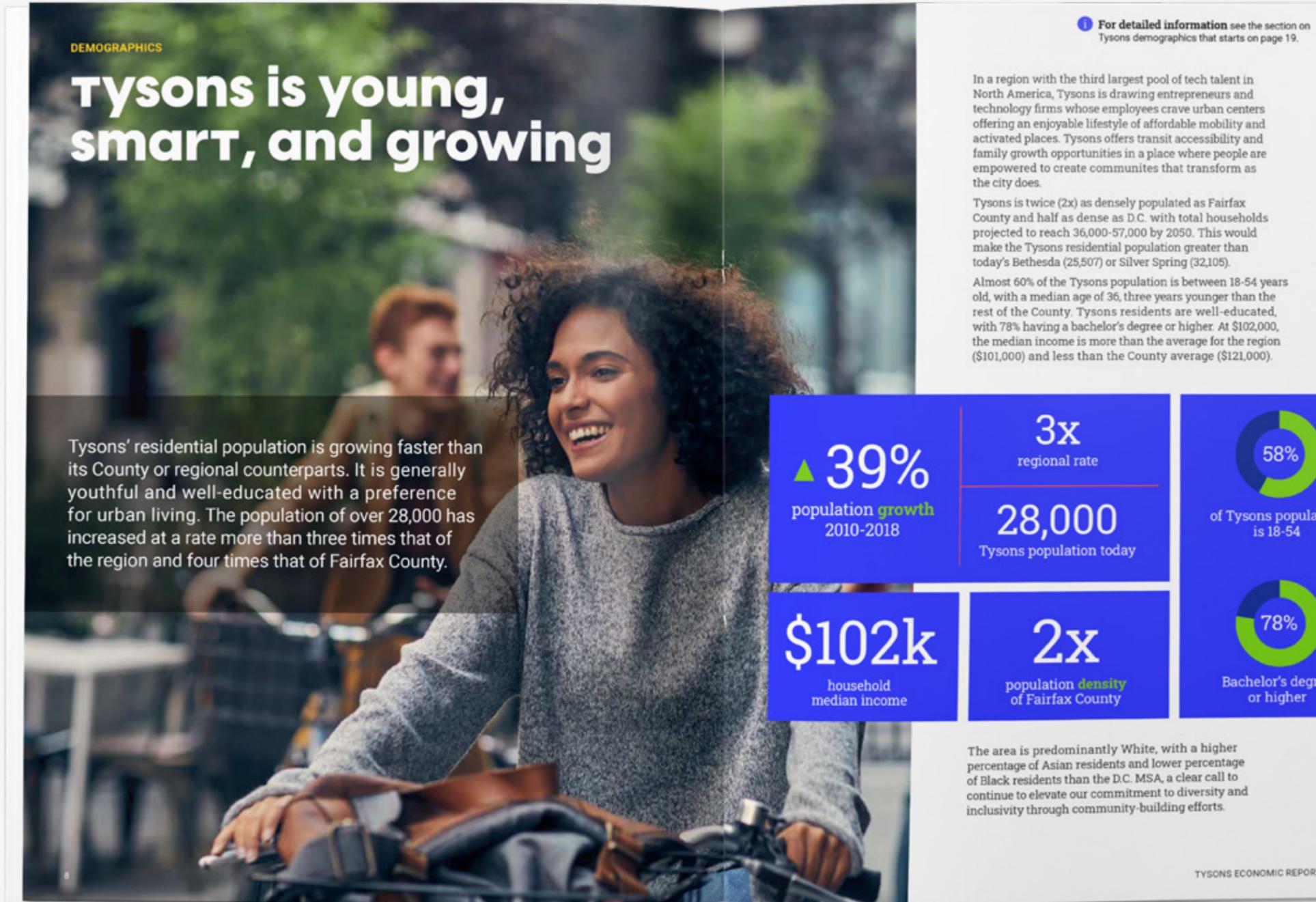
### BLACK

abcdefghijklmnopqrstuvwxyZ  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
12345678910@#%&\*?"'"/

# Relationships & Hierarchy

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.

USE	TYPEFACE	FONT SIZE	LINE SPACING	FONT WEIGHT	KERNING
Headline	Tysons Visby	250-1000%	110%	Heavy	Optical
Introduction /subhead text	Roboto	250-1000%	110%	Light 300	Optical
Body Copy /subhead	Roboto	100%	130%	Medium 500 Bold 700 Black 900	Optical
Body copy	Roboto Slab	100%	130%	Light 300 Regular 400	Optical
Caption text	Roboto	80%	130%	Light 300 Regular 400 Medium 500	Optical



Tysons Economic Report 2021

# Do Not

**do not mix weights  
or styles of type  
within headlines  
within headlines  
or paragraphs**

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

**do not stagger type.  
align flush left.**

Do not stagger type; always align flush left.

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

Do not use drop shadow or special effects on text.

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

Do not track text too loosely or too tightly.

**do not set the  
Leading of the  
headline or body  
TEXT TOO LOOSELY.**

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.**

Headlines on white do not use any color other than Bright Blue.

# iLLustrative Logo

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.

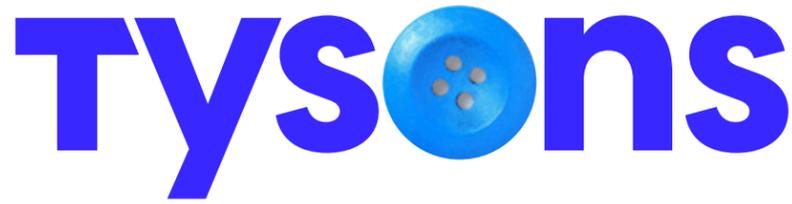
# Composition

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](mailto:info@tysonspartnership.org) for more information.



# In Application





# photography

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.

# Guiding Principles

Tyson's 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.

---



## PHOTOGRAPHY

# Primary

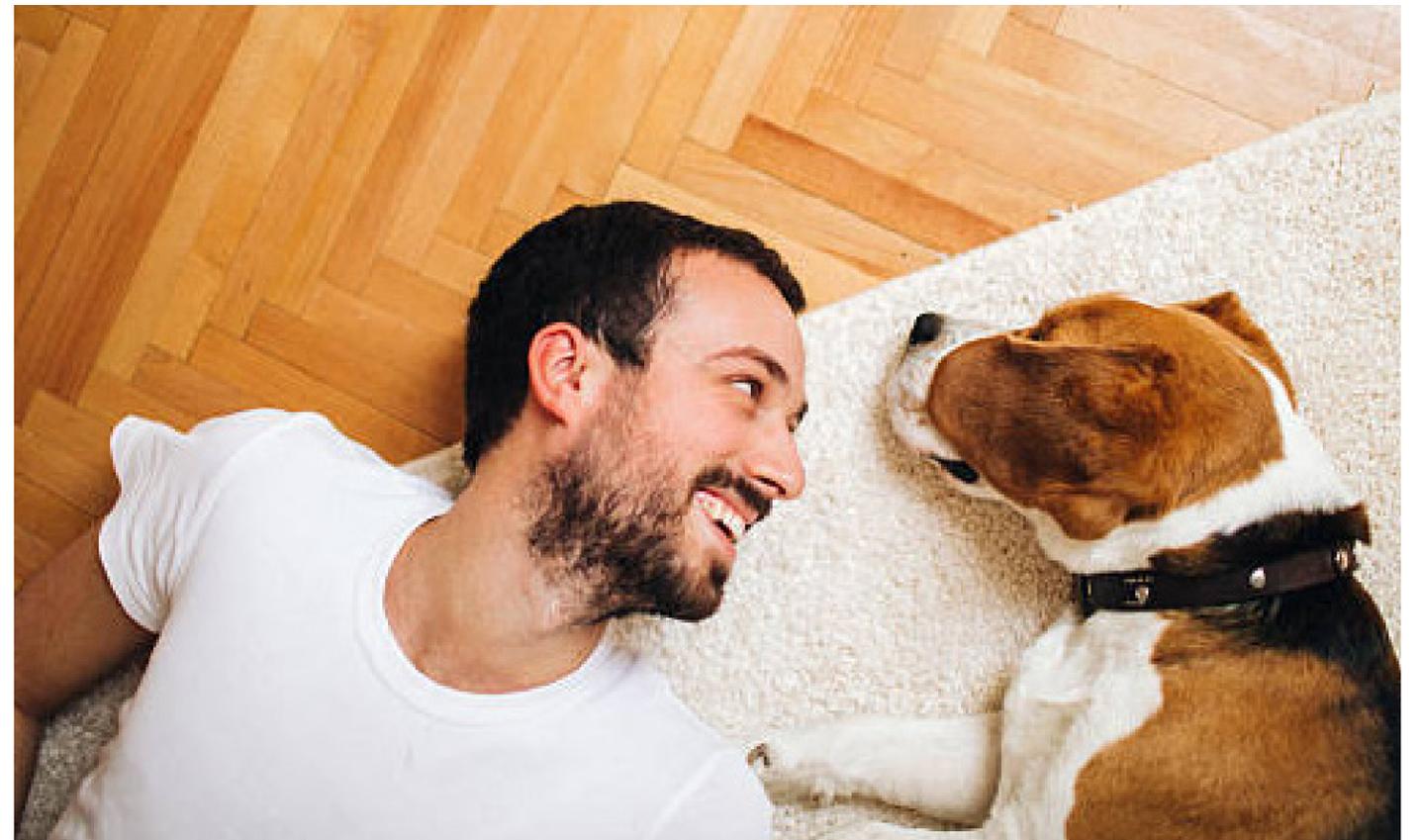
Primary photography showcases the human experience of living in, working in, and visiting Tysons. It sets out to capture movement and the more dynamic moments within everyday life. These images should feel energetic and active, positive and lively.

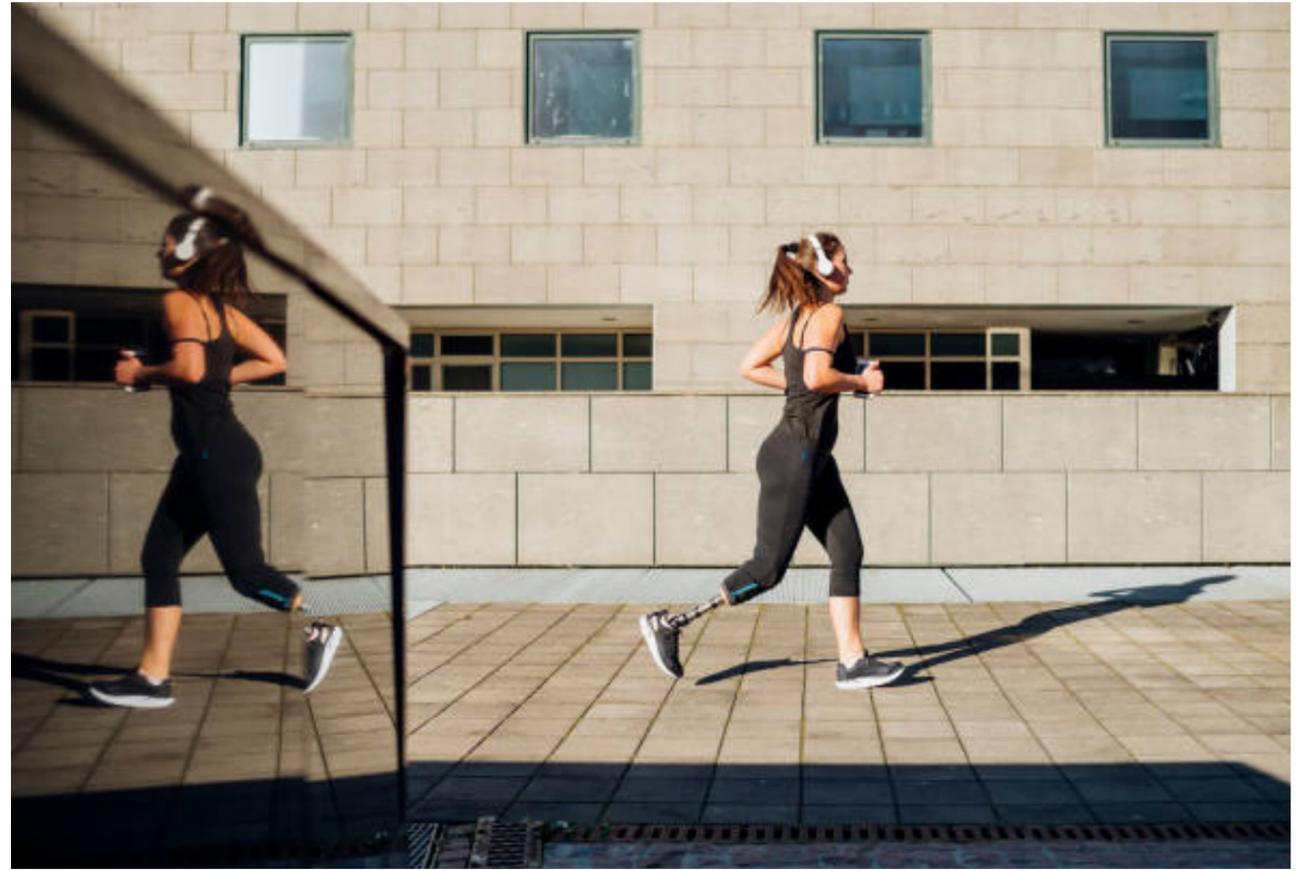
The following pages are representative of the types and subjects of photography that can express the Tysons brand experience in the future.

### CHARACTERISTICS

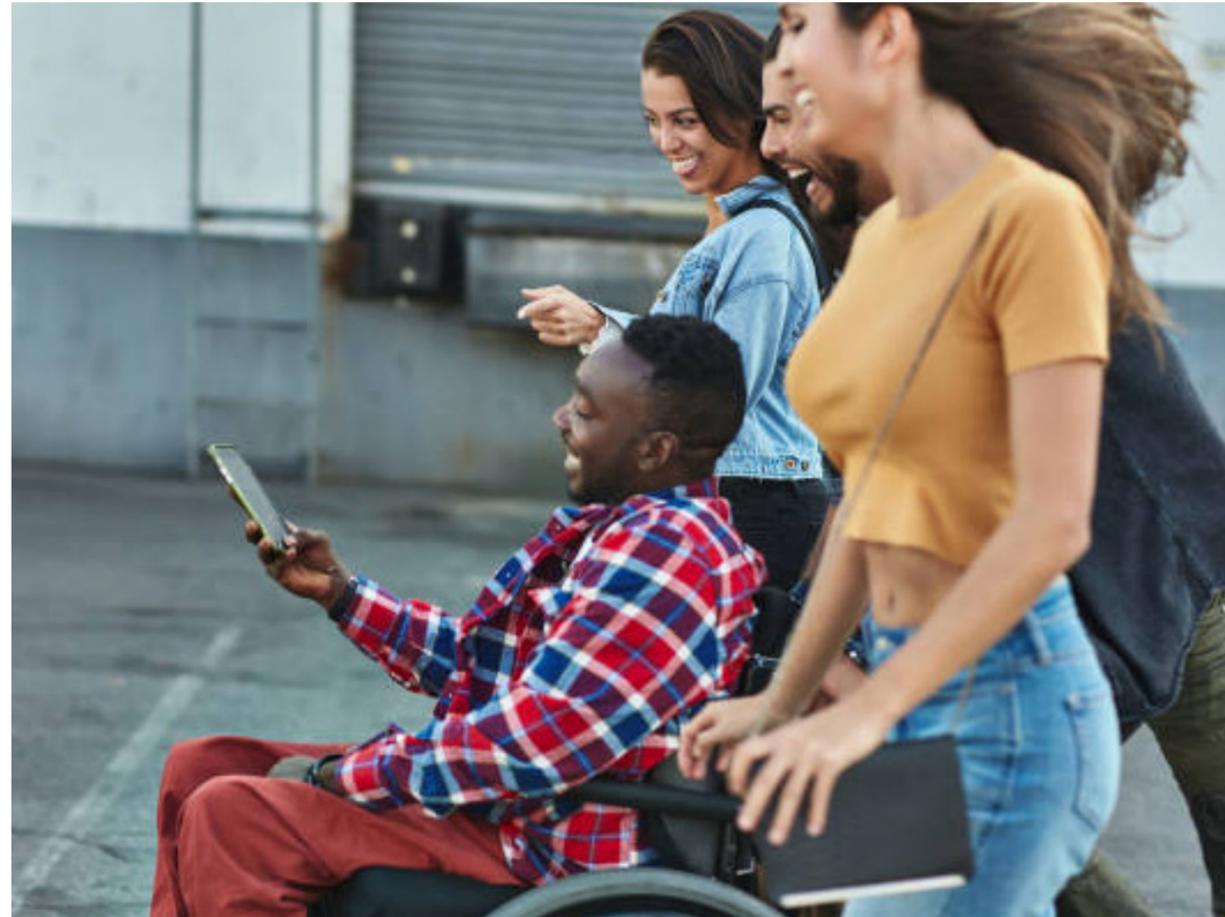
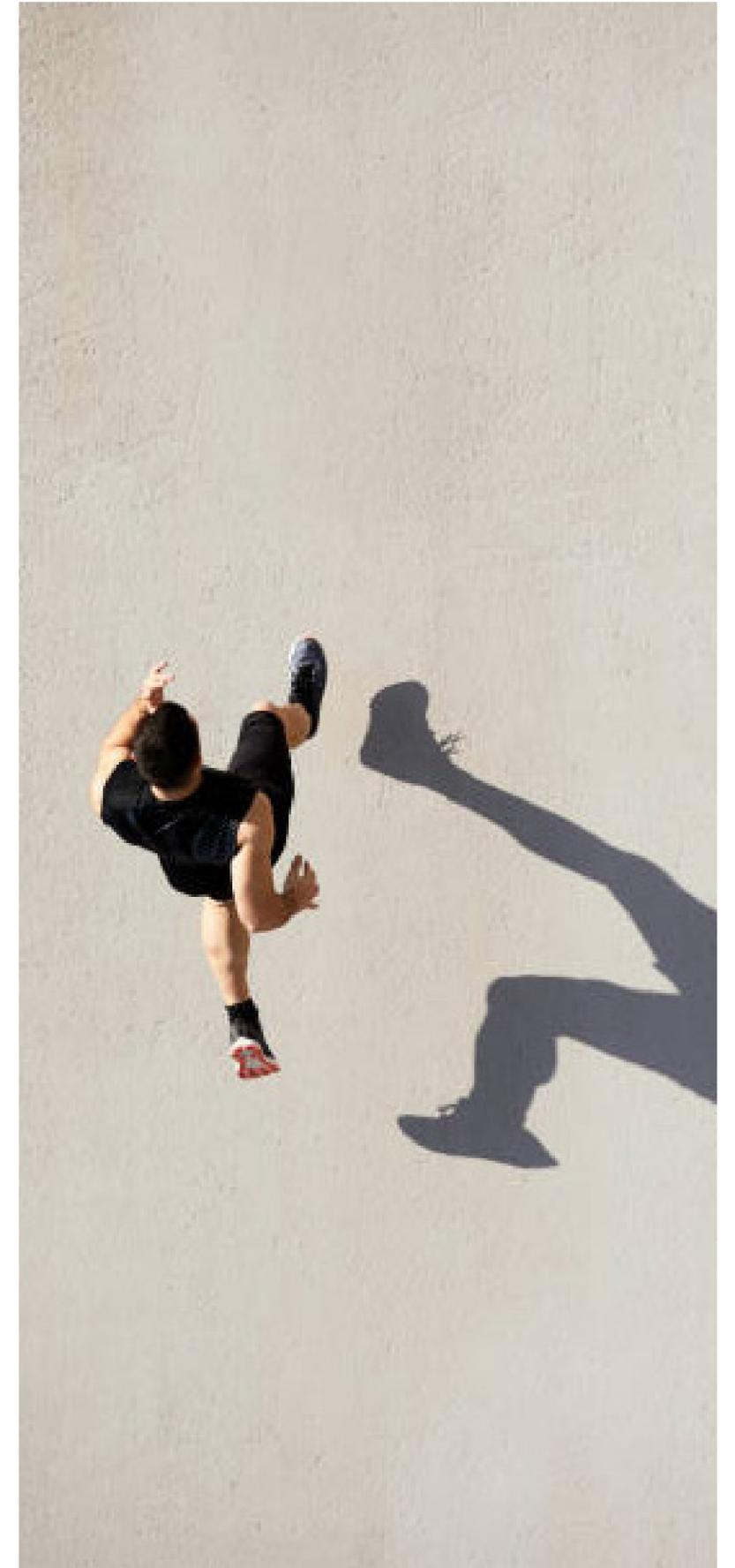
- Movement and energy
- Being part of the action
- Human
- Natural lighting and settings
- Interesting perspectives
- Diversity of people, ages, and culture

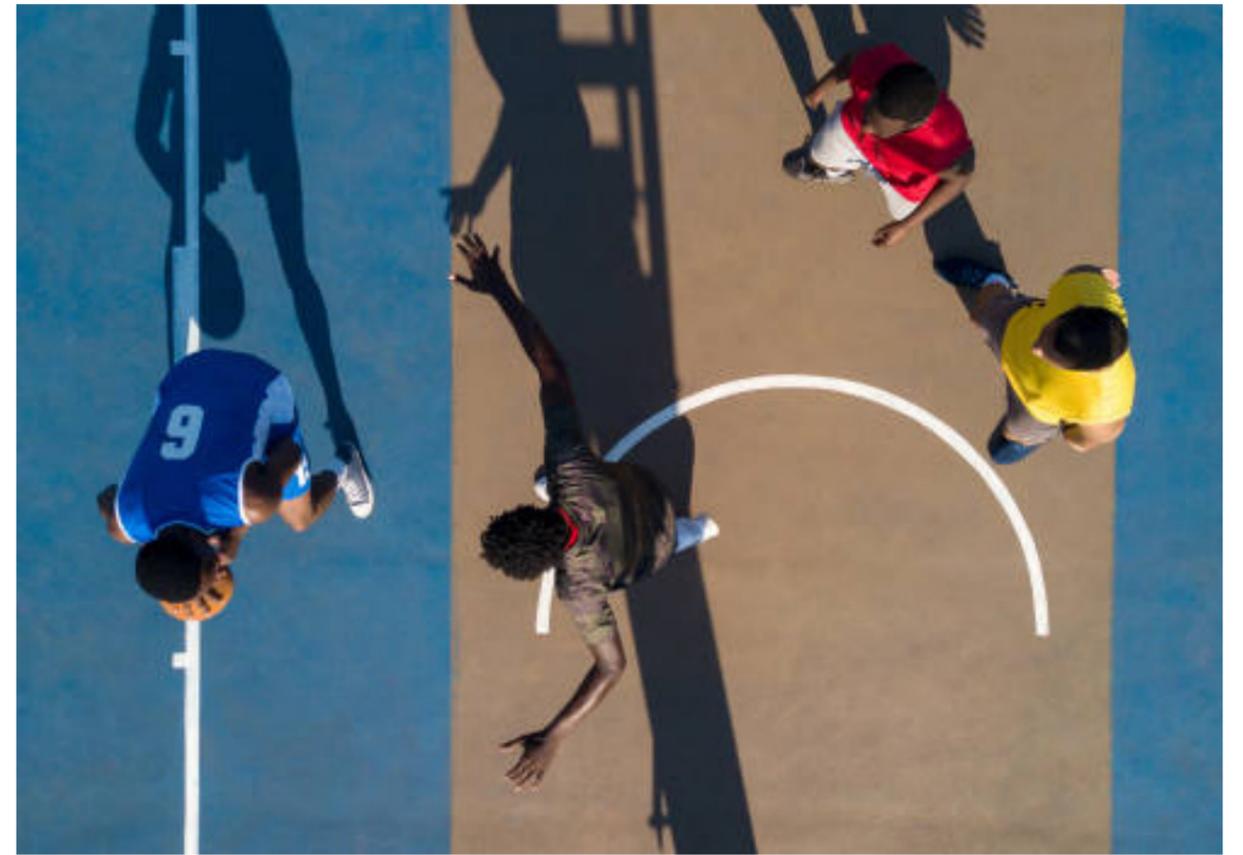


















## Secondary

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

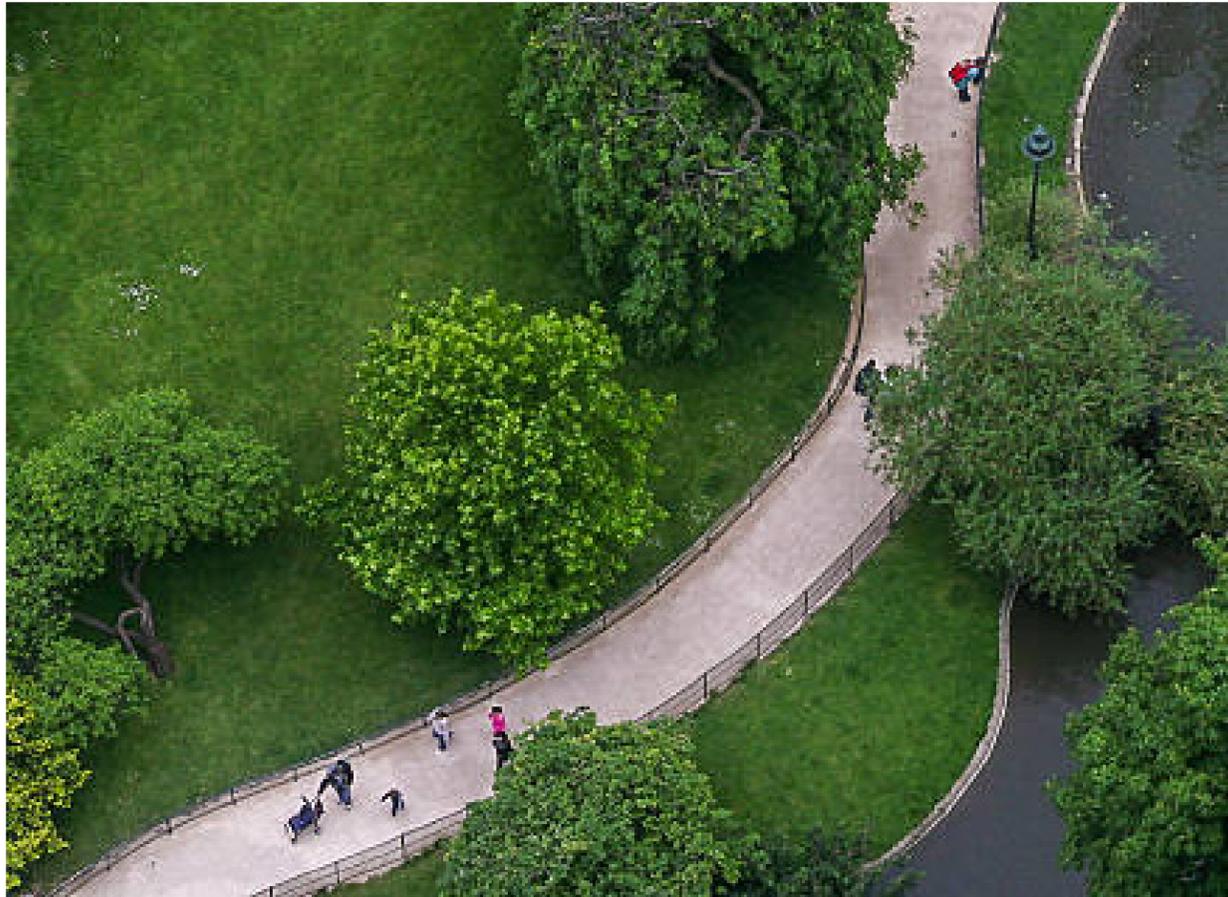
Secondary photography captures a more still aspect of life at Tysons. These moments and subjects are less active than our primary photography.

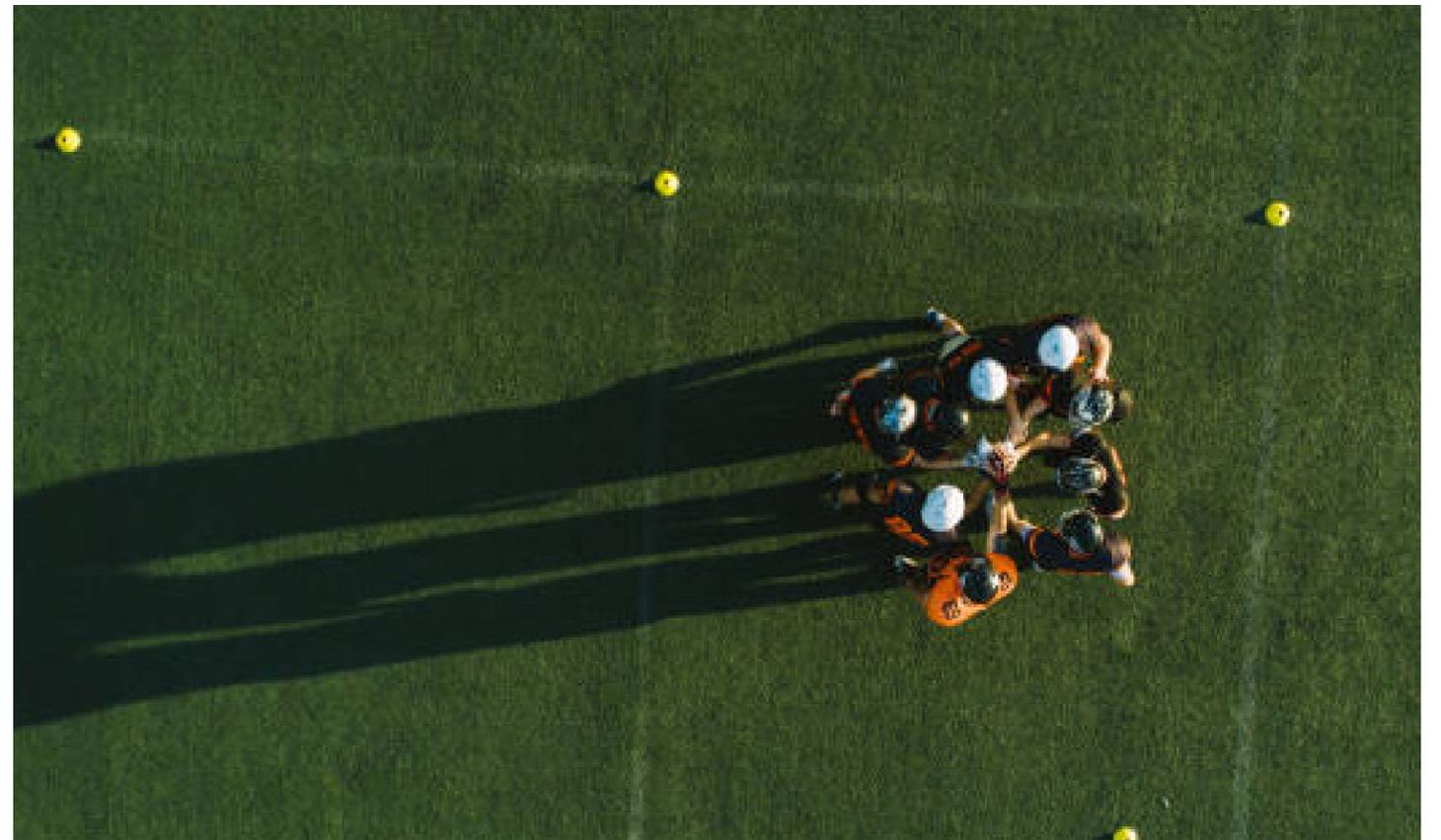
The following pages are representative of the types and subjects of secondary photography that can express the Tysons brand in the future.

### CHARACTERISTICS

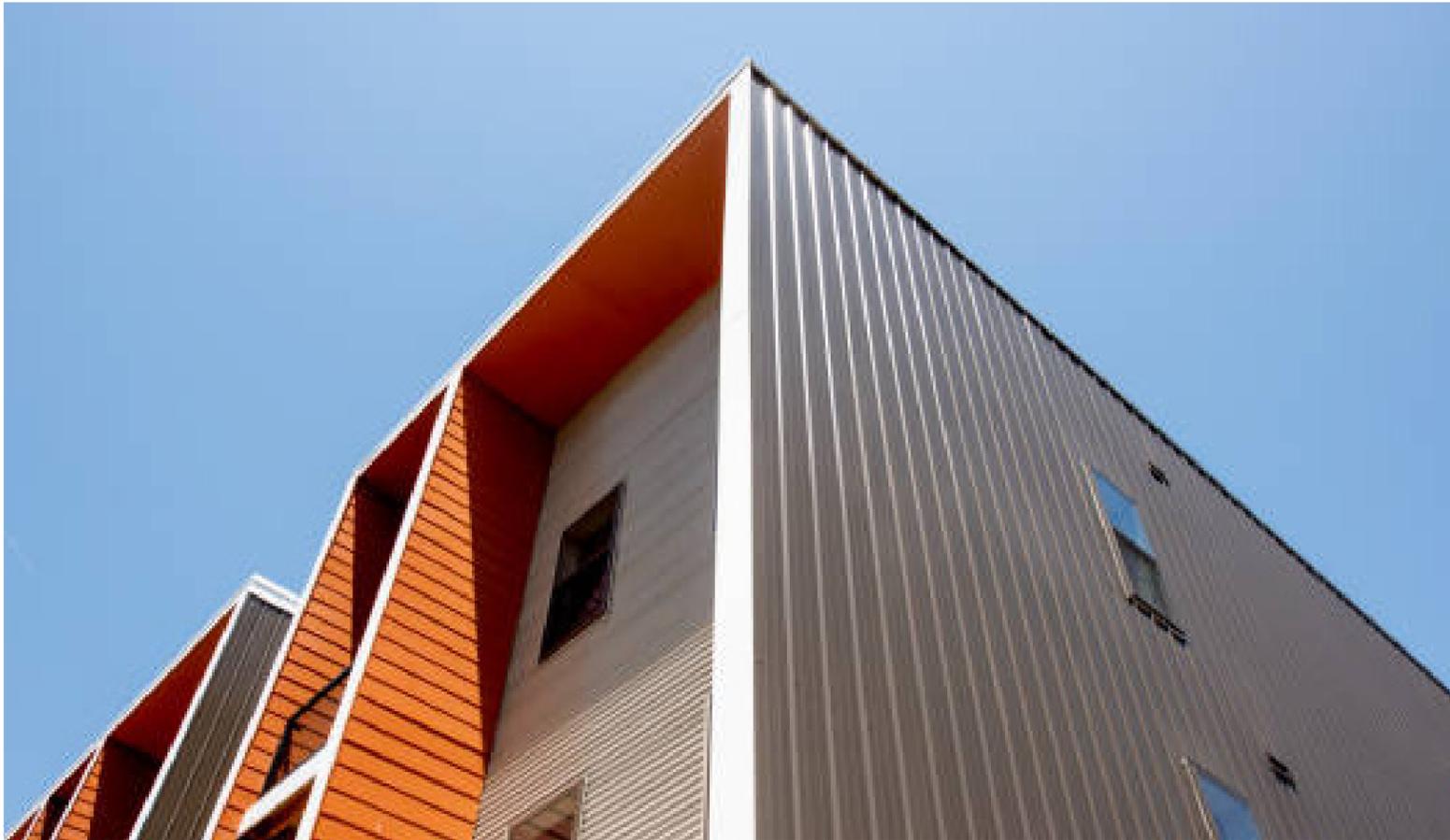
- Little or no movement
- Natural lighting and settings
- Interesting perspectives such as overhead, extreme angles (as appropriate)
- Focus on places, destinations, buildings and environments
- Does not necessarily need a specific focal point

















# 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



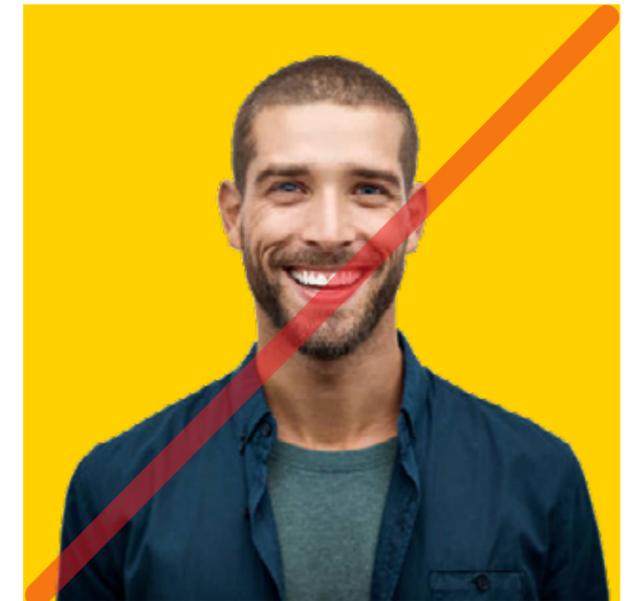
Do capture genuine human emotions.



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.

# Do's



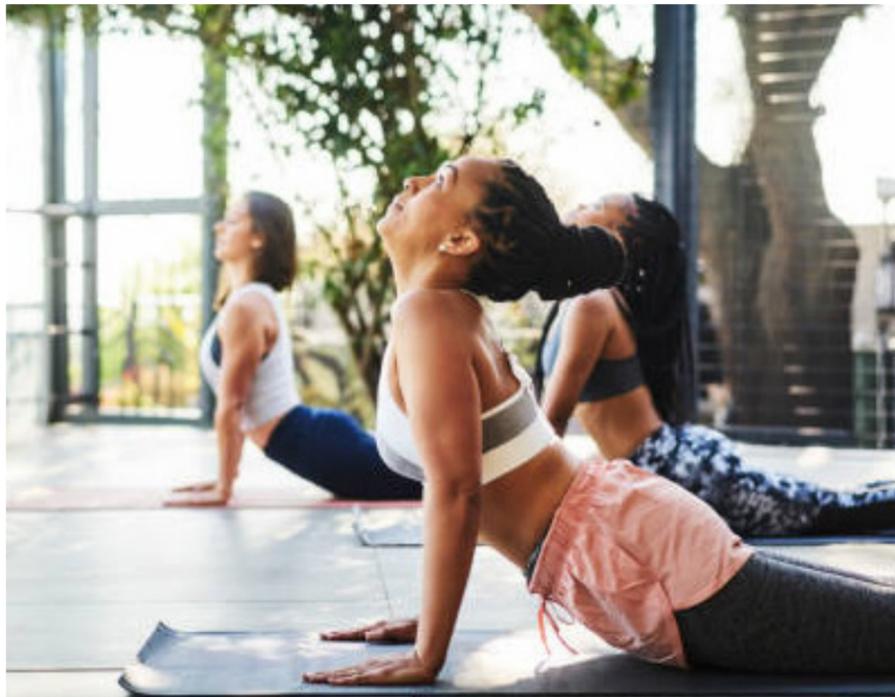
Do use thoughtful, interesting angles.



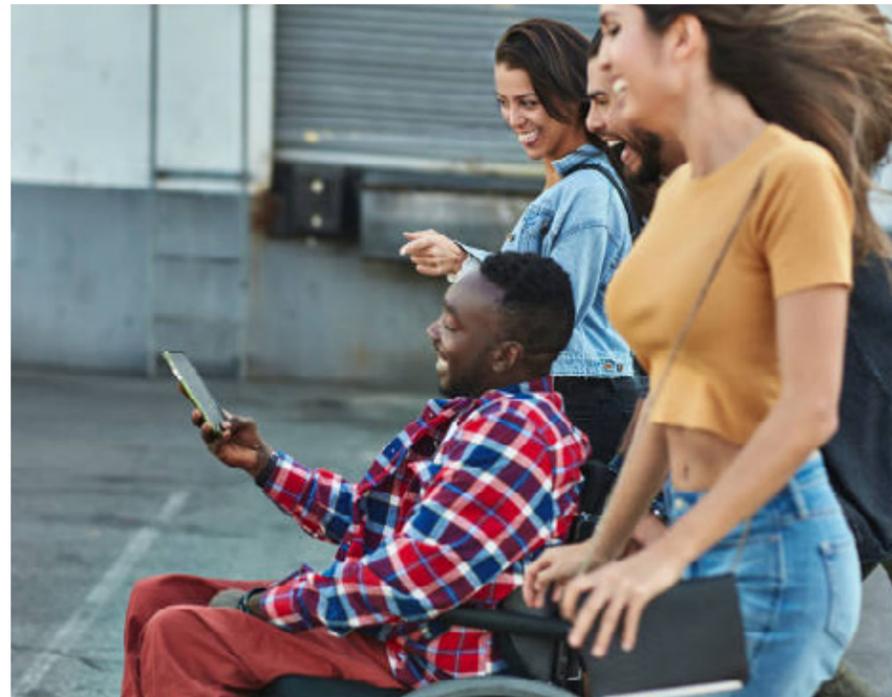
Do use natural settings and scenes.



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.



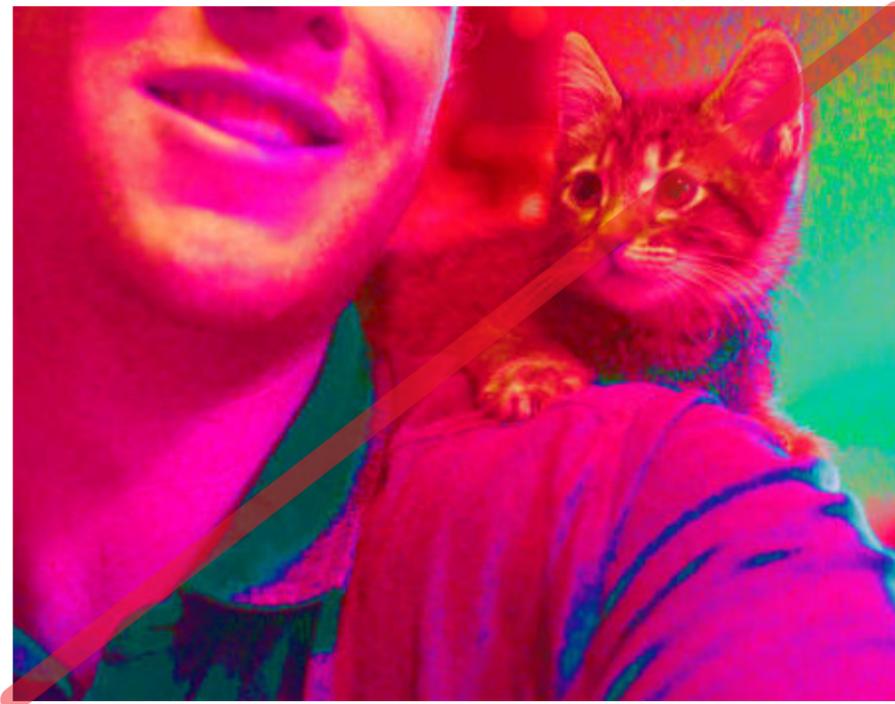
Do not use staged settings.



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).

# 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.)



# brand support

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](mailto:info@tysonspartnership.org).