



# GRAPHIC STANDARDS & STYLE GUIDE

## THE AQUARIUM BRAND

The Virginia Aquarium & Marine Science Center brand is intended to create a consistent visual presence, uniformity of communication and to give a memorable, unique identity to the Virginia Aquarium.

The following standards help in achieving these goals.

### THE NAME

The proper, formal title is **Virginia Aquarium & Marine Science Center**.

- Title uses an ampersand (&), not the word “and”
- When mentioning the Aquarium in printed materials: 1st mention - full name, 2nd mention - Virginia Aquarium, 3rd mention - Virginia Aquarium or Aquarium
- Aquarium is capitalized when used as a proper noun
- Always Aquarium, never museum
- No abbreviations, i.e. VAQ, AQ, VAMSC, etc.

### THE LOGO

The logo is the main visual mark for the Aquarium and should be handled as follows:

- Use only original, authentic logo - do not adjust, modify or recreate
- Always use as one unit, not as separate elements
- Minimum allowable size for PRIMARY LOGO - 1-1/4” high
- In instances where logo must be smaller than 1-1/4”, an ALTERNATE VERSION for smaller use is provided. Minimum allowable size for alternate is 7/8”

#### Full Color Version

Turtle graphic - Pantone 289 to Pantone 2935 (gradient)

Title - Pantone 289 (top), Pantone 2935 (bottom) or 4-color equivalent

#### Other Versions



Grayscale - black on white



Grayscale - white on black



One color - black on white



One color - white on black

#### Clearspace

When using the Aquarium logo, be sure to maintain sufficient clearspace. The proper specifications are illustrated to the right.

(The dimension “x” is defined as the measurement from the top of the word “AQUARIUM” in the logo to the bottom of the words “& MARINE SCIENCE CENTER”)



x = 18% of the width of the logo

#### THE TAGLINE

The tagline for the Aquarium brand is **It's a Life Experience**.

- With logo, use all capitals and place text approximately halfway into clearspace
- In body copy, capitalize all words except “a”



VIRGINIA  
**AQUARIUM**  
& MARINE SCIENCE CENTER

**IT'S A LIFE EXPERIENCE**

Set in Zurich Bold Condensed (alt. Trade Gothic Bold Cond.)

#### PRIMARY LOGO



#### ALTERNATE VERSION



## THE AQUARIUM FACILITIES

The Virginia Aquarium & Marine Science Center is not only the largest aquarium in the state, but one of the top aquariums in the country with more than 700,000 gallons of aquariums, live animal habitats, over 300 hands-on exhibits, an outdoor aviary, ten acres of marsh habitat, a 1/3-mile nature trail and a 3D IMAX® Theater.

The following standards should be maintained in communications regarding the facilities.

### BUILDINGS

The Virginia Aquarium consists of two “main campus” buildings and two off-site support facilities.

- Main campus buildings are referred to as *pavilions*
- Main building - **Bay & Ocean Pavilion**
- Secondary building - **Marsh Pavilion**
- Off-site buildings - **Marine Animal Care Center** and **Bay Lab**
- Always capitalize building names
- Avoid abbreviating building names, i.e. bldg.

### ROOMS

The Aquarium has a variety of rooms for meetings, education and outside functions.

- Named rooms are capitalized, i.e. Promenade Room, Discovery Classroom
- Functional rooms are lowercase, i.e. conference room, interactive theater

### 3D IMAX® THEATER

The Aquarium houses a 300-seat, state-of-the-art 3D IMAX Theater.

- Correct name: **3D IMAX® Theater** - no hyphen between “3” and “D”
- Theater, not Theatre
- Must include legal statement with IMAX mention - “IMAX® is a registered trademark of IMAX Corporation”
- Register mark (®) after first mention only and in superscript - per page, per spread

### BOAT TRIPS

The Aquarium provides a variety of eco-educational boat trips throughout the area’s waterways.

- Capitalize actual boat trip names - **Dolphin Watching, Whale Watching, Ocean Collections, Creek Cruises**
- Capitalize and italicize boat names - *Rudee Explorer, Rudee Whaler, Rudee Flipper*

### ETC., ETC.

Miscellaneous Aquarium facilities style guidelines.

- Guest Services - capitalized
- Admissions desk - only Admissions capitalized
- Touch pool, not touch tank
- Aquarium Store(s), not gift shop(s)
- Stranding Response Team/Program: stranding response team/stranding response program capitalized only if preceded by Aquarium name - **Virginia Aquarium Stranding Response Team, Virginia Aquarium Stranding Response Program**
- Virginia Aquarium & Marine Science Center Volunteer League - capitalized
- Ocean in Motion (an Aquarium vehicle and outreach program) - capitalized

## THE AQUARIUM COMMUNICATIONS & PRINTED MATERIALS

The Virginia Aquarium & Marine Science Center has a variety of publications and printed materials. These style guidelines should be applied to all internal and external communications, publications and most print advertising\*. All standards previously mentioned should also be maintained.

### STYLE GUIDELINES

- Follow Associated Press (AP) style
- Spaces around hyphens
- Bold and italicize exhibits and movie titles - ***Animal Grossology, Deep Sea 3D***
- Aquarium-specific verbiage - *Owls Creek*, not Owl’s Creek; *River Otters*, not Sea Otters; *Sea Star*, not Starfish
- *SeaBrowser* (the Aquarium newsletter) - one word, italicized
- The Web site address is [www.VirginiaAquarium.com](http://www.VirginiaAquarium.com) - capitalize “V” and “A”
- When using recycled stock, Aquarium materials should carry the recycled icon (preferably near address information)



### TYPEFACES

The Aquarium uses two distinct typefaces for all printed materials.

- The Trade Gothic type family is used for all internal communications, standard mailings, print advertising and short copy and headlines in publications. If unavailable, a suitable alternative such as Zurich or Akzidenz Grotesque may be used.
- The Mrs. Eaves type family is used for long copy in publications. It can also be used for subheads, limited headlines, and in direct mail materials. If unavailable, a suitable alternative such as Garamond or Caslon may be used.
- The typefaces Times, Times New Roman, Palatino, Courier and Comic Sans should always be avoided.

\*For correspondence and email, please refer to the City’s correspondence manual on Beachnet.

## THE AQUARIUM FOUNDATION

The Virginia Aquarium & Marine Science Center Foundation is a non-profit corporation that supports the Aquarium’s mission **to increase the public’s knowledge and appreciation of Virginia’s marine environment and inspire commitment to preserve its existence**. Their task is to derive funding through donations and grants for new exhibits as well as renovation and maintenance of current exhibits.

### THE NAME

The proper, formal title is **Virginia Aquarium & Marine Science Center Foundation, Inc.**

- Title uses an ampersand (&), not the word “and”
- When mentioning the Foundation in printed materials:  
1st mention - full name, 2nd mention - the Foundation

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