

Virginia Agricultural BMP Cost-Share Program (VACS) **Brand Kit**

**Helping Virginia
farmers protect land,
water and livelihoods.**

Visit DCR's Agricultural Cost-Share Marketing Toolkit. www.dcr.virginia.gov/vacstoolkit

Audience

Primary: Farmers, landowners, producers

Secondary: Policymakers, environmental partners and the general public

Voice

Authoritative yet community-focused, collaborative, stewardship-oriented and educational. This voice positions the districts as proactive, trusted local leaders in natural resource conservation, using a tone that is educational, encouraging and science-based. Keep language accessible (avoid jargon) and supportive (as opposed to regulatory or punitive) whenever possible, aimed at helping landowners voluntarily manage resources.

Messaging

Elevator Pitch: The Virginia Agricultural Best Management Practices Cost-Share Program (VACS) provides financial and technical assistance to help farmers implement best management practices that protect soil health, improve water quality and strengthen agricultural productivity. Delivered locally through Soil and Water Conservation Districts, the program makes conservation practical, affordable and tailored to each farm's needs.

Call to action:

“Contact your local Soil and Water Conservation District to get started.”

Taglines

Farmers: Don't leave money on the table!

We help you do your share.

Visual Identity – Logos



FULL COLOR



ONE COLOR



FULL COLOR



ONE COLOR

SWCD logos customized with your district's name are available. Contact pcmo@dcr.virginia.gov.

VERTICAL LOGO LOCK-UP

When stacked together, logos should be sized such that both logos are the same width and space between equals half the height of "D" in DCR.



HORIZONTAL LOGO LOCK-UP

When side by side, logos should be sized such that the "D" in the DCR logo is the same height as the white block in the SWCD logo and space between equals half the height of the "D" in DCR.



MAINTAIN PROPORTIONS

Do not stretch or squash the DCR or SWCD logos



Visual Identity – Color Palette

PRIMARY PALETTE

Dk Green	Lt Green	Blue
C89 R10 M41 G86 Y77 B64 K38	C48 R10 M0 G86 Y100 B64 K0	C86 R15 M49 G118 Y0 B188 K0
#0A5640	#92C83E	#0F76BC

SECONDARY PALETTE

Pale Sand	Maize
C7 R236 M7 G228 Y25 B196 K0	C0 R255 M21 G203 Y76 B88 K0
#ECE4C4	#FFCB58

Use RGB or HEX values for digital media. Printed assets should be designed using CMYK values.

Visual Identity – Typography

Our primary font is ATF Franklin Gothic. Microsoft applications such as Word and PowerPoint have a built-in form of Franklin Gothic designed by Monotype, which is acceptable to use. When working in design software, however, be sure to use ATF Franklin Gothic since it offers more design flexibility and is available through Adobe Fonts.

In web application where ATF Franklin Gothic is not available, use Arial.

Headlines and Titles: bold, clear, not overly stylized

Body: Clean, accessible, high contrast, left-aligned type and 120% leading keep type readable at varying sizes.

BRAND FONT - FRANKLIN GOTHIC ATF

Heading Style Bold Sub-head

Body copy. Fic tem eliquo volupid ionsenime ped ea pra perro inis earum quid ut disi teecessuntia dellabo. Ut qui repel iderum, sus consequatque andipsapit quatibus.

WEB FONT- ARIAL (BLACK, BOLD AND REGULAR)

Heading Style Bold Sub-head

Body copy. Fic tem eliquo volupid ionsenime ped ea pra perro inis earum quid ut disi teecessuntia dellabo. Ut qui repel iderum, sus consequatque andipsapit quatibus num.

Imagery Style

Real Virginia farms (not stock-looking when possible)

Farmers in action (installing fencing, planting cover crops, etc.)

Before/after conservation visuals

Water features: streams, buffers, livestock exclusion



Applications

Print materials
(brochures, one-pagers for specific BMPs, signage for participating farms)

Digital
(website pages, email newsletters, social media posts)



For customizable news release, newsletter and social media templates, flyers, videos, images and other VACS marketing materials, visit **DCR's Agricultural Cost-Share Marketing Toolkit**.

Have a question or request?
Email pcmo@dcr.virginia.gov.

www.dcr.virginia.gov/vacstoolkit

