## Visit Loudoun Partner Toolkit

### DC’s Wine Country

#### DC’s Wine Country® Brand Study

A study of the “DC’s Wine Country®” brand conducted by Visit Loudoun and SMARInsights showed the county’s reputation as a wine destination resonates with visitors and places Loudoun’s wine region on the map alongside other nationally known wine destinations. In fact, wineries are the top tourism draw to Loudoun.

Take advantage of these positive results and continue to build the brand recognition by using the logos and messaging provided below on your website, social media and other marketing collateral.

**Brand Study Results**

**Brand Study Webinar Recording**

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#### DC’s Wine Country® Brand & Logos

**Visit Loudoun Logo with DC’s Wine Country® Tagline**

The Visit Loudoun logo must be used as is and cannot be modified under any circumstances without permission.

**DC’s Wine Country® Seal Logo**

There is only one DC’s Wine Country. Quite simply, as the home of more than 50 wineries and vineyards, what makes us different is that our wine country is nestled amidst charming small towns and villages, rich history and beautiful backdrops.

Designed to work with the main Visit Loudoun standard logo, the DC’s Wine Country seal can also be used as a standalone graphic element on photos and solid colors.

**Tagline Usage**

In the logo, the registered trademark “®” must accompany “DC’s Wine Country®” in all instances with no exceptions. In copy, the “®” should be included on first reference (whether in headline or body copy) within each individual piece of content or ad unit. The only exception is when ad specs impose a strict character count limit and including the trademark would exceed those limits.

*Maintaining the integrity of our logo is vital to keeping our brand consistent. The logo must always be used in the formats and proportions provided.*

**Full Visit Loudoun Brand Guidelines**

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#### Ways to Use DC’s Wine Country® Brand

Use #DCsWineCountry in applicable social media posts.

Use “DC’s Wine Country®” on your website and on your social media channels. **Example:** “We are located in Loudoun, Virginia – DC’s Wine Country®”

Partner with local businesses to create DC’s Wine Country packaged experiences. **Example:** Partner with a local bed & breakfast and offer a sip and stay package.

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Jennifer Christie  
christie@visitloudoun.org  
703-669-2006
### Website

**Advertising on Website**
Visit Loudoun works with Destination Travel Network (DTN) to provide advertising opportunities on [www.VisitLoudoun.org](http://www.VisitLoudoun.org) for tourism-based businesses. For more information, click [here](http://www.VisitLoudoun.org).

<table>
<thead>
<tr>
<th>Jennifer Christie</th>
<th><a href="mailto:christie@visitloudoun.org">christie@visitloudoun.org</a></th>
<th>703-669-2006</th>
</tr>
</thead>
</table>

**Events**
Submit your event to the Visit Loudoun Calendar of Events [here](http://www.VisitLoudoun.org).

<table>
<thead>
<tr>
<th>Nikki Johnson</th>
<th><a href="mailto:johnson@visitloudoun.org">johnson@visitloudoun.org</a></th>
<th>703-669-2003</th>
</tr>
</thead>
</table>

**Extranet**
The extranet allows you to update your business listing information and images, post special offers, submit events, access tourism information and (for members) receive tourism/meeting leads & service requests. An email and password are necessary to access the extranet. Contact Jennifer Bodamer for extranet access.

<table>
<thead>
<tr>
<th>Jennifer Bodamer</th>
<th><a href="mailto:bodamer@visitloudoun.org">bodamer@visitloudoun.org</a></th>
<th>703-771-2617</th>
</tr>
</thead>
</table>

**Listings**
Update your listing on visitloudoun.org directly through the Extranet. If you do not have Extranet access, submit modifications directly to Jennifer Bodamer.

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**Images**
Images that represent the unique characteristics of our county are one of the main tools we use to promote Loudoun. If you would like Visit Loudoun to use your images on its website or in other promotional opportunities (magazine ads, social media posts, media requests, etc.), use the link below to share your images directly with us.

https://www.visitloudoun.org/media/photo-submission-form/

<table>
<thead>
<tr>
<th>Katie Rhoads</th>
<th><a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a></th>
<th>703-669-2004</th>
</tr>
</thead>
</table>

### Social Media/Media

<table>
<thead>
<tr>
<th>Facebook Public</th>
<th><a href="https://www.facebook.com/VisitLoudoun">https://www.facebook.com/VisitLoudoun</a></th>
<th>Katie Rhoads</th>
<th><a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a></th>
<th>703-669-2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Industry</td>
<td>Follow Loudoun Tourism to stay up-to-date on industry specific information. <a href="https://www.facebook.com/LoudounTourism">https://www.facebook.com/LoudounTourism</a></td>
<td>Katie Rhoads</td>
<td><a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a></td>
<td>703-669-2004</td>
</tr>
<tr>
<td>Instagram</td>
<td>@VisitLoudoun</td>
<td>Katie Rhoads</td>
<td><a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a></td>
<td>703-669-2004</td>
</tr>
<tr>
<td>Twitter</td>
<td>@VisitLoudoun</td>
<td>Katie Rhoads</td>
<td><a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a></td>
<td>703-669-2004</td>
</tr>
<tr>
<td>TikTok</td>
<td>@VisitLoudoun</td>
<td>Katie Rhoads</td>
<td><a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a></td>
<td>703-669-2004</td>
</tr>
<tr>
<td>Pinterest</td>
<td><a href="http://www.Pinterest.com/VisitLoudoun">www.Pinterest.com/VisitLoudoun</a></td>
<td>Katie Rhoads</td>
<td><a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a></td>
<td>703-669-2004</td>
</tr>
<tr>
<td>Youtube</td>
<td><a href="http://www.youtube.com/VisitLoudounHD">www.youtube.com/VisitLoudounHD</a></td>
<td>Katie Rhoads</td>
<td><a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a></td>
<td>703-669-2004</td>
</tr>
<tr>
<td>Vimeo</td>
<td><a href="http://www.vimeo.com/visitloudoun">www.vimeo.com/visitloudoun</a></td>
<td>Katie Rhoads</td>
<td><a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a></td>
<td>703-669-2004</td>
</tr>
<tr>
<td>Media</td>
<td>To submit a story to Visit Loudoun's Public Relations team, contact Jennifer Sigal.</td>
<td>Jennifer Sigal</td>
<td><a href="mailto:sigal@visitloudoun.org">sigal@visitloudoun.org</a></td>
<td>703-669-2002</td>
</tr>
<tr>
<td>Social Media Hashtags</td>
<td>When posting to social media sites, use the following hashtags so Visit Loudoun can help amplify your post: #LoveLoudoun #DCsWineCountry #LoCoAleTrail #TakeLoudounHome</td>
<td>Katie Rhoads</td>
<td><a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a></td>
<td>703-669-2004</td>
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### Programs

**Visit Loudoun Membership**
Visit Loudoun dues-paying members support Visit Loudoun's programs, have a vote on Visit Loudoun's Board governance, and can potentially receive leads for group business.

<table>
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<tr>
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**Industry Newsletter**
Sign up [here](http://www.VisitLoudoun.org) to receive the Visit Loudoun Industry Newsletter.

<table>
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</table>
Tourism

Visitor

Communication

Marketing

Meetings

Sports

Administration

Mission

Visit Loudoun Leadership, Community Contact, Government Liaison

Beth Erickson
erickson@visitloudoun.org
703-771-4964

Administration

Financials, Annual Meeting, Tourism Awards, Marketing Leverage Program

Greg Harp
harp@visitloudoun.org
703-669-2008

Sports

Sports Market

Torye Hurst
hurst@visitloudoun.org
703-669-2005

Meetings

Groups and Meetings

Ann Hayes
hayes@visitloudoun.org
703-669-4432

Marketing

Visit Loudoun Marketing Plan

Jennifer Christie
christie@visitloudoun.org
703-669-2006

Communications

Public Relations and Content Development

Jennifer Sigal
sigal@visitloudoun.org
703-669-2002

Weddings

Weddings and Social Events

Dana Henry
henry@visitloudoun.org
703-669-2007

Tour and Travel

Domestic and International Tour and Travel

Hannah Oliver
oliver@visitloudoun.org
703-669-4434

Client Services

Group and Meeting Client Services

Megan Malo
malo@visitloudoun.org
703-771-7525

Dana Henry
henry@visitloudoun.org
703-669-2007

Visitor Services

Tourism Information

The Visit Loudoun Visitor Center is located at: 112 South St. SE, Suite 100
Leesburg, VA 20175. Visit Loudoun produces a Visitor Guide, LoCo Ale Trail
Guide, Wine ' Trail Guide, and Bed & Breakfast Guide. If you would like to display
any of these guides in your business, please contact Hannah Oliver.

Hannah Oliver
oliver@visitloudoun.org
703-669-4434