

**LOVE +**  
**GRIT**

Brand Book

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about  
the  
brand

VISIT  
PHILADELPHIA®

LOVE +  
GRIT

channels ... content



instagram



podcast



music

215

culture



events



awards

**made  
with  
love +  
inspired  
by grit:  
culture,  
music +  
stories  
from the  
heart of  
philly**

#### **our brand narrative**

Love + Grit is the DNA that makes up Philly. It's an inside look at the Philadelphians you should know, the food you should try and the dopeness that is our culture, nightlife, music and critically acclaimed, award-winning things to do and explore.

Love + Grit is a celebration of brotherly and sisterly love and our city-defining grit in the form of social content and a podcast hosted by Laiya St. Clair, Rachel Ferguson and Justin Pizzi with music by local producer and DJ Dan "Dilemma" Thomas. A city that's home to Top Chef's, Iron Chef's, James Beard Chefs. A town with one-of-a-kind spaces where creatives can live out their dreams thanks to two Philly sons on Forbes' 30 under 30 list. Where a young brotha can combine his Jamaican roots with healthy living to create mind-blowing kombucha. Where a sista can grow her love of reading from a bookstore to a movement.

In a world-class city with an underdog's heart, Love + Grit tells the stories of how our grittiness is the secret to our greatness, explores Philadelphia's best (and not-so best) kept secrets, and highlights the people who make our city great. We are sharing the authentic and diverse stories of the city to inspire all people — visitors and locals alike — to see Philadelphia like never before.

**What do you really know about the city of Philadelphia?  
A soul city. A place of limitless innovation. Made with love  
and inspired by grit. If you don't know by now, then it's  
definitely time for you to get onto Love + Grit.**

## content pillars

### STORIES

Bi-weekly episode releases

Interview video clips or podcast promotion

Guest features and quotes

Tales of love and grit from people making it in Philadelphia

### CULTURE

BIPOC point of view

Things to do

Weekly event roundups

Local business features

The history of the city

### MUSIC

Concerts, live music, underground shows

Musical artist features & promotions

Up & coming artists

Venues and festivals

### PEOPLE

Local celebrities and people with roots in the city

Authentic interviews with a Philadelphia lens

Content that resonates with our residents — the “insider” side of Visit Philly

## writing for social

When writing headlines and captions for Love+Grit, keep the audience in mind. Sound like a Philly native. Write like you’re talking to a friend. Use inclusive language and tone that is welcoming to BIPOC communities. Lean into lowercase to keep it casual.

**voice +  
tone**

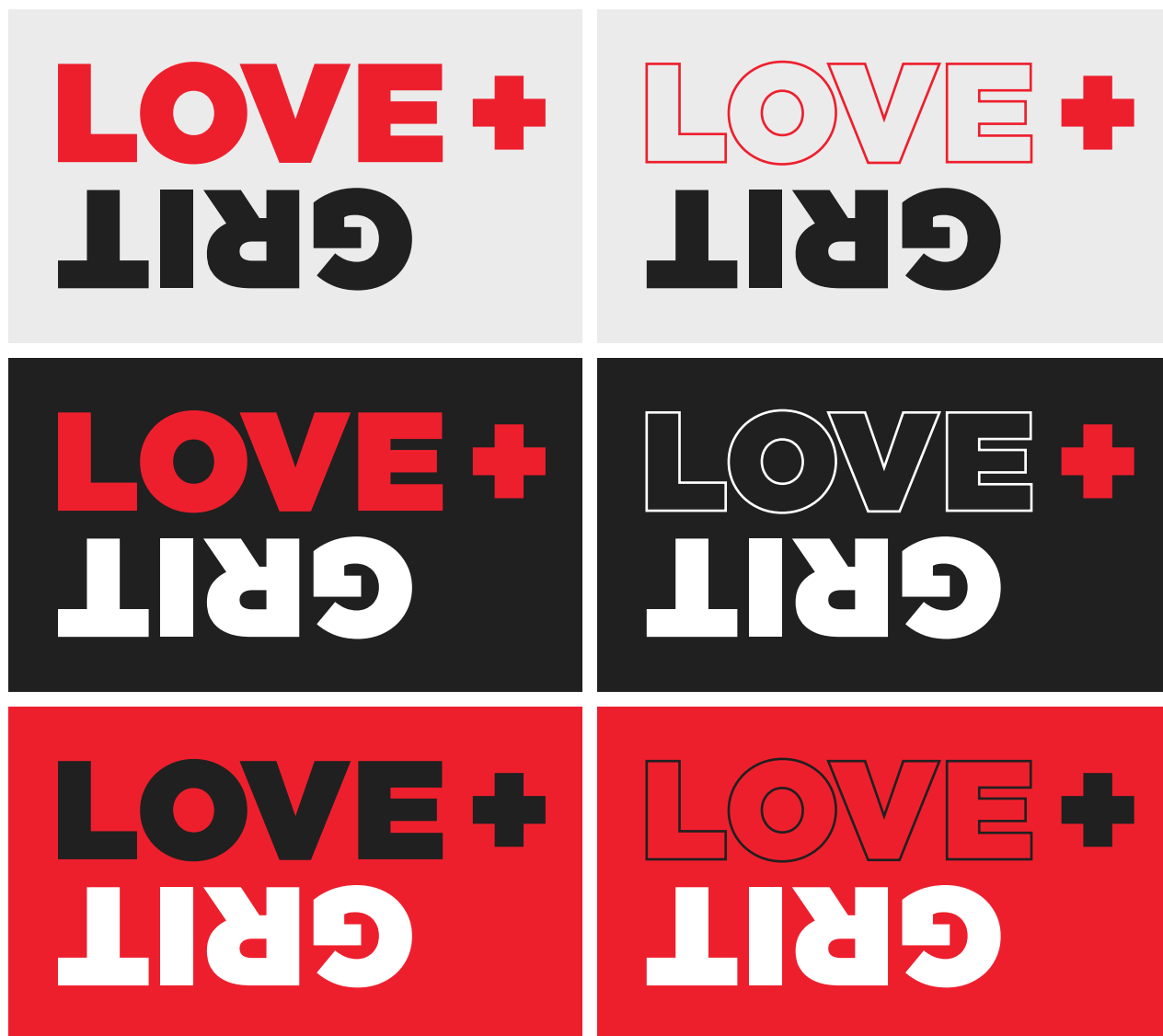
**DOPE**  
**PHILLY-FLUENT**  
**VIBRANTLY**  
**REAL + FUN**  
**DIVERSE +**  
**INCLUSIVE**  
**WITH**  
**AMAZING**  
**STORIES**  
**+ INSIDER**  
**TIPS**



What would Laiya, Rachel + Justin say?  
That's the voice of Love+Grit.

## logo suite

The logo suite consists of one mark in six variations to be used as needed, based on background color and preference.



# brand elements

To support and define Love+Grit quickly in advertising and other use cases, a bio grid and wayfinding footer graphic have been created.

These can help add context to a designed piece consistently and concisely.

A trio of icons consisting of the Love+Grit plus, x and arrow can be used as accent design elements in a multitude of configurations.

## Bio Grid

**MADE WITH LOVE +  
INSPIRED BY GRIT**

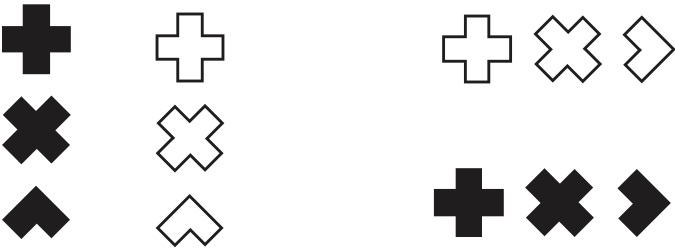
culture, music + stories from  
the heart of philadelphia

## Wayfinding Footer

**A PODCAST FROM  
VISIT PHILADELPHIA**

LISTEN WHEREVER YOU  
GET YOUR PODCASTS

## Graphic Accents





## space + size

### Clear Space:

Clear space is essential for proper presentation of the logo. For the full logo, the minimum amount of clear space is equal to the height of the + in Love+Grit.

### Minimum Size:

While there is no official minimum size for the logo, keep readability in mind when using at small sizes. As the logo is scaled down to the smallest sizes, avoid using versions of the logo that include the stroke and opt for solid-colored variations.



## logo usage

- 1** DON'T change the color
- 2** DON'T change the font
- 3** DON'T outline the logo
- 4** DON'T rearrange logo
- 5** DON'T embellish the logo
- 6** DON'T distort, skew or rotate the logo



color +  
texture

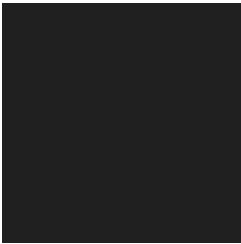
The color palette consists of two primary colors. To ensure brand consistency across all mediums, Pantone, CMYK, RGB and HEX values are provided.

There are several texture swatches that can be used interchangeably for variation on Love+Grit creative and social templates, over red, black or white backgrounds.

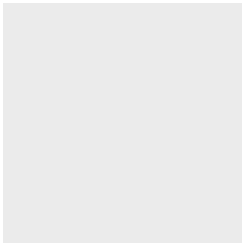
Color



**Visit Philly Red**  
PMS: 48-8U  
CMYK: 0 / 99 / 91 / 0  
RGB: 238 / 33 / 46  
HEX: #EE212E

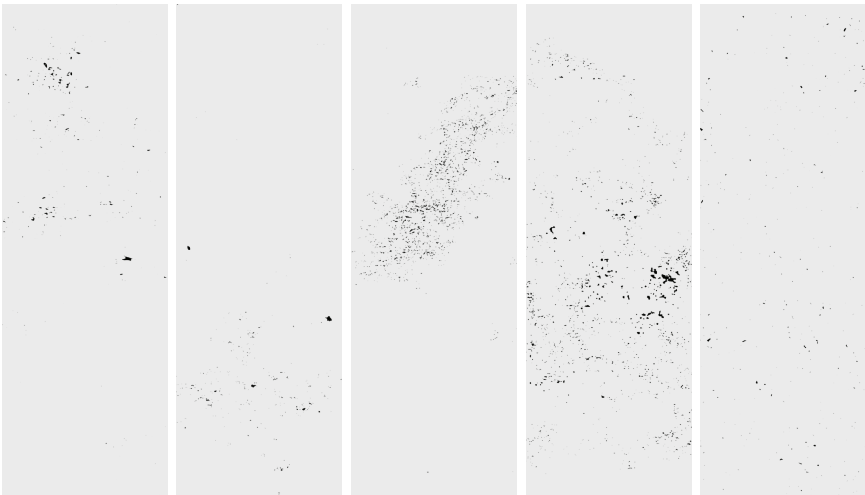


**Charcoal**  
PMS: Neutral Black C  
CMYK: 72 / 66 / 64 / 72  
RGB: 34 / 34 / 34  
HEX: #222222



**Charcoal @ 5%**  
PMS: Neutral Black C  
CMYK: 4 / 3 / 3 / 0  
RGB: 241 / 241 / 241  
HEX: #f1f1f1

Texture



# typography

## Gotham:

Gotham is a clean, confident and friendly sans-serif typeface designed by Hoefler&Co.

The Love+Grit logo is set in Gotham Ultra in all caps. Designers may freely use Gotham Ultra in all caps or all lowercase for headlines and feature text.

Gotham Medium may be used sparingly to create contrast in a design as needed.

For body copy in long-form documents, Gotham Book may be used for easier reading and spacing requirements.

## Sans-Serif

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Gotham Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Gotham Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Gotham Ultra	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</b>

# BRAND IN USE

Use the sample creative that follows as an example of compositions that work within the brand guidelines; and as a framework for new creative.

MADE WITH LOVE +  
INSPIRED BY GRIT

culture, music + stories from  
the heart of philadelphia

LOVE +  
GRIT




A PODCAST FROM  
VISIT PHILADELPHIA

LISTEN WHEREVER YOU  
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on season 2  
QUESTLOVE



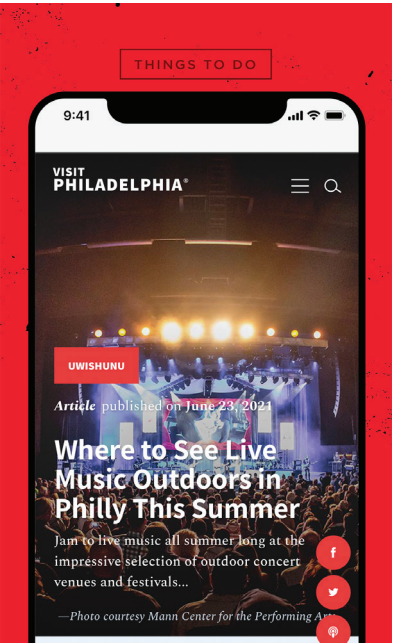
podcast




things to do



concert series



“  
...at the top  
of the pandemic  
in February,  
I was 412  
pounds.  
I’m 301 now.  
And I’m  
going  
for 220...”





**VISIT  
PHILADELPHIA®**

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