



# Brand Identity & Messaging Guidelines

2025 Edition

Created by 434 Marketing & Consulting



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# Introduction

This Brand Identity & Messaging Guide defines the voice, story, and strategic foundation of Lynchburg Regional Airport (LYH). It exists to unify how the airport presents itself across communications, digital platforms, partner networks, and public interactions.

As the airport enters a period of modernization, growth in air service, and increased regional visibility, consistent branding is critical. This guide ensures that every message — whether on the website, in campaigns, through partner organizations, or in the terminal — conveys the same promise: *flying local is easier, closer, and more connected than residents may realize.*

This guide is designed to support:

- Brand and internal alignment (staff, City partners, airlines, vendors)
- Website, user experience (UX), and digital traveler experience
- Marketing campaigns and paid media
- Content, social media, and community storytelling
- Community engagement and advocacy
- Partner and stakeholder communications
- On-site messaging and wayfinding that reinforce the brand experience



# About the Airport

## Mission

Lynchburg Regional Airport shall endeavor to provide a full-range of quality aeronautical services in order to serve the aviation needs of the greater community while operating in a self-sustainable manner. The airport shall strive to be proactive in optimizing scheduled airline service, supporting general aviation and maintaining its facilities. It shall be customer service focused, emphasize safety continuously, be financially responsible, and maintain a competitive airport business environment while at all times operating in the public interest.

## Vision

To operate and maintain a commercial service airport with superior facilities and services to make LYH the airport of choice.

## Core Values



**Honesty** — We communicate clearly and truthfully with travelers, partners, and the community, building confidence in every interaction.



**Fairness** — We serve every passenger and stakeholder with consistency and equity, making decisions that balance needs and respect the public trust.



**Respect** — We treat people, time, and place with care thereby creating a welcoming airport experience for all who pass through our doors.



**Integrity** — We follow through on what we promise, hold ourselves accountable, and always put safety and service first.



**Ethicality** — We make safety-first decisions with transparency and care, holding ourselves to the highest standards because every flight, every passenger, and every operation depends on doing what's right.

# Unique Value Propositions (UVPs)

Unique Value Propositions (UVPs) clarify the specific advantages the Lynchburg Regional Airport offers compared to other travel options. They give us a shared, fact-based way to explain why LYH is a practical choice — internally for staff and partners, and externally for travelers. When referenced consistently, UVPs keep messaging focused on the benefits people actually weigh when deciding where to fly, and they help us prioritize what to emphasize across communications, marketing, and service decisions.

## **UVP 1 — Small-Airport Ease**

LYH offers a simpler passenger experience than larger airports: close-in parking, short walking distances, and typically shorter lines. The terminal layout is easy to navigate, which reduces time and stress for most travelers.

## **UVP 2 — Big-Airport Reach**

Through daily flights to hubs to Charlotte Douglas International, Chicago O'Hare International, and Dulles International Airport, LYH connects travelers to a wide domestic and international network. These connections provide access to most major destinations across the globe.

## **UVP 3 — A Closer Start to Every Trip**

For many Central Virginia residents, LYH is the nearest commercial airport. Flying LYH can reduce total travel time compared to driving to RDU, ROA, CHO, or Richmond, especially on early departures or late arrivals.

## **UVP 4 — Modernization & Momentum**

The airport is in an active phase of improvement, including facility upgrades, stronger digital presence, and expanded air service. These changes are designed to meet current traveler expectations and support long-term growth.

## **UVP 5 — A Community Asset**

LYH supports regional economic activity by enabling business travel and tourism. Increased passenger use strengthens the airport's role as infrastructure that benefits the broader community.

# Target Audiences

We've identified four primary target audiences. Some are travelers; others are partners who help LYH operate, grow, and serve the region. Each group engages with the airport in a different way and comes with distinct priorities, but all value a dependable, easy-to-navigate experience that respects their time and keeps Lynchburg connected.

Understanding these audiences helps us speak clearly to what matters most to each one, while staying consistent in how we show up as a brand. The sections below outline who these travelers and partners are, what they value, and how LYH can best meet them where they are.



## 1. Seasoned Travelers (Business, Frequent Flyers)

### Snapshot

They travel often — usually for work, sometimes for leisure. They know the drill, have a routine, and loathe wasting time.

### What they're trying to do

Get from point A to point B with minimal friction and maximum predictability. They optimize for schedule reliability more than novelty.

### Common friction

They assume a bigger airport is the “safer bet,” even if it costs them extra driving, parking, and time. They don’t want surprises or extra steps.

### What they need to hear

The Lynchburg Regional Airport is the efficient option because it removes steps, not because it’s “cute and small.” The experience is fast, straightforward, and dependable.

### Core message

“Your time matters. LYH gets you where you need to be faster and with less stress.”



## 2. Occasional Travelers (Leisure, Families, Students)

### Snapshot

They fly a few times a year: vacations, holidays, school breaks, family events. Travel is exciting, but the logistics can feel like a lot.

### What they're trying to do

Start a trip smoothly without feeling overwhelmed, especially if they're traveling with kids, luggage, or are on a tight schedule.

### Common friction

Airports can feel confusing and high-pressure. They worry about parking, finding the right place, long lines, and "doing it wrong."

### What they need to hear

The Lynchburg Regional Airport is manageable and human-scaled. It's easy to navigate, easy to park, and easy to ask for help — so the trip feels simpler from the start.

### Core message

"Start your trip close to home. LYH is easy, friendly, and affordable."



### 3. General Aviation Community

#### Snapshot

LYH is a working airfield, not just a passenger terminal. Members of the general aviation community could include pilots, aircraft owners, flight schools, and maintenance crews.

#### What they're trying to do

Access the airport quickly, safely, and with clear information. They value predictable processes and smooth coordination.

#### Common friction

Delays or unclear procedures cost time and increase risk. General aviation community members notice when communication is inconsistent or infrastructure lags behind needs.

#### What they need to hear

LYH is committed to safety, modernization, and operational clarity. Improvements are practical and communication is straightforward.

#### Core message

"Already a trusted hub for general aviation, LYH is continuing to modernize in ways that make flying simpler, safer, and easier to navigate."





## 4. Stakeholders & Community Partners

### Snapshot

Local government, business leaders, tourism and economic development groups, universities, regional employers, and civic organizations.

### What they're trying to do

Understand how LYH is performing, where it's heading, and what role it can play in:

- Regional competitiveness and economic growth
- Efficient travel for employees, recruits, students, and visitors
- On-site commercial opportunity and visibility

### Common friction

They need proof of progress — usage, service expansion, and clear ROI for the community. Vague optimism doesn't help them advocate or decide to invest.

### What they need to hear

LYH is a growing, modernizing regional asset with practical advantages and visible progress. Its value shows up in real ways: enabling regional business travel, supporting tourism and jobs, simplifying logistics for groups, and creating a reliable, high-visibility environment for commercial partners.

### Core message

"LYH is essential to the success of our region and city — strengthening business, tourism, connectivity, and commercial opportunity for Central Virginia."



# Brand Positioning

Our brand positioning defines how we want Lynchburg Regional Airport to be understood and remembered. The sections below set that foundation for the story we're trying to tell and how we want to show up in our communication.

## Our Brand Story

Since our founding, the Lynchburg Regional Airport has always been here to connect our region to what's next. But over the years, we've struggled to establish a foothold as a preferred travel anchor in Central Virginia. Many travelers in our region start and end their trips somewhere else not because LYH can't get them there, but because old assumptions still linger: that a bigger airport must be easier, cheaper, or better.

Despite these narratives, LYH has been moving forward. We've modernized, expanded service, and built an airport experience that's more exceptional than travelers expect. Our brand story is dedicated to addressing false beliefs and paving the way for the truth.

Because the truth is **compelling**. Flying local out of Lynchburg isn't a compromise — it's a smarter way to travel with less driving and less hassle, leaving more time where it matters.

That's the story we're here to tell now: LYH is a modern, reliable, and proudly regional gateway. A place that makes travel feel doable again. A place that reflects the momentum of Lynchburg and the lively people who call this region home.

### → Internal Positioning One-Liner

Lynchburg Regional Airport is Central Virginia's easy, connected, and community-centered airport that offers travelers a faster, friendlier way to start their journeys while supporting the region's long-term growth.

# Brand Architecture & Naming Conventions

This section clarifies how we refer to Lynchburg Regional Airport across formal, public, and brand-forward contexts. Using them consistently helps avoid confusion and strengthens recognition.

## Official Names

**Primary / Formal Name:** Lynchburg Regional Airport

Use when accuracy or formality matters, including:

- City and government communications
- Press releases and formal announcements
- Partner or stakeholder materials
- Legal, FAA, or regulatory contexts
- Aviation/industry-facing documents

**Secondary / Public-Friendly Name:** Lynchburg Airport

Use in everyday, traveler-facing contexts, such as:

- Website headings and navigation
- Community campaigns
- Visitor or leisure messaging
- Conversational copy where brevity helps

**As a general rule of thumb:**

- ✓ If it's official, civic, or industry-facing → use **Lynchburg Regional Airport**.
- ✓ If it's public-facing and casual → **Lynchburg Airport** is acceptable.



# Airport Code as Identifier + Brand Asset

## Airport Code: **LYH** [official IATA airport code]

LYH is the literal airport identifier used in travel systems. It can also be used intentionally as a shorthand brand asset when clarity is still maintained.



Use **LYH** for:

- Wayfinding and signage
- Social and hashtag use [#FlyLYH]
- Airline-style or travel CTA language
- Situations where travelers are already in “airport mode”



Avoid leading with **LYH** when:

- The audience may not know airport codes
- It's the first mention in a message





## Fly Local, Fly LYH — Our Primary Tagline and CTA

In the past, Lynchburg Regional Airport has utilized the term “Fly LYH” as a brand name, and with good reason — it’s short, catchy, and easy to remember. But at its heart, it’s a call to action. We want to better leverage the phrasing as a full tagline to **Fly Local, Fly LYH**, fully summarizing our core messaging in four simple words. This phrasing will act as a consistent invitation to choose the airport, not a replacement for the airport’s identity. **Fly LYH** [without Fly Local preceding] can also be utilized as a closing call to action or as part of a longer call to action.

**Fly LYH is an evergreen call-to-action (CTA), not a name.**

- ✓ Use **Fly Local, Fly LYH** for:
  - Headlines encouraging local flying
  - Marketing and community campaigns
  - Advocacy messaging that reinforces hometown pride
- ✓ Use **Fly LYH** for:
  - Website CTAs
  - Social and paid ad CTAs
  - As part of longer CTAs
- ✗ Don’t use **Fly LYH** for:
  - Legal or regulatory language
  - Formal airport identity statements
  - General aviation or operational pages
  - City/FAA-facing communications



# Our Persona

If Lynchburg Regional Airport were a person, we'd be the kind of host who makes travel feel simple from the moment guests arrive — polished, capable, and genuinely glad they're here. We're a steady presence travelers can count on, with a calm professionalism that keeps everything moving. This persona reflects a truth travelers feel when they choose LYH: you're home a little longer on the front end, and when you return, you step right back into familiarity. That closeness doesn't come at the price of quality, it's just a value add.

## The Person We Are

### **Professional, but welcoming.**

Put-together and credible, with a calm confidence that never feels cold. We are efficient and prepared, but we still feel human.

### **Reliable in the ways that matter.**

We don't overpromise, and we don't need flash to be dependable. We're the steady choice that shows up, follows through, and keeps trips moving.

### **Comfortably familiar — not quaint.**

Our smaller size creates ease, not nostalgia. We feel approachable and almost cozy because we're well-run, navigable, and close to home.

## How We Show Up

- **We speak with clarity and calm confidence.** Never defensive, never overhyped.
- **We make people feel capable.** Travel is easier here, and we guide without condescension.
- **We respect time.** Everything we do reinforces that your time matters.
- **We are warm without being folksy.** Friendly, not cheesy. Approachable, not informal.
- **We lead with ease and connection.** Flying out of Lynchburg is simple, but the world is still within reach.

## The Feeling We Leave Travelers With

**"That was easier than I expected — and I'm glad I flew from home."**



# Core Messaging Framework

**Primary Tagline:** Fly Local, Fly LYH.

**One Core Message:** Your adventure to anywhere starts with a flight out of Lynchburg.

## Messaging Pillars

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### **Easy, Efficient Travel**

The Lynchburg Regional Airport offers a straightforward flying experience including close parking, short distances, and typically quick movement from arrival to gate. For many travelers, it's the simplest way to start a trip.



### **Closer to Home**

As the region's nearest commercial airport, LYH reduces the extra driving and schedule strain that comes with using farther airports. That time savings is a practical advantage before and after every flight.



### **Connected Through Major Hubs**

With daily service to hub airports and a growing route network, the Lynchburg Airport provides access to a wide range of destinations with one connection. Travelers can start local and still reach anywhere they need to go.



### **Modern, Reliable, Ready**

Lynchburg Regional Airport is actively improving facilities, service, and digital tools to meet current traveler expectations. The airport is positioned for steady growth and dependable, everyday use.



### **A Regional Asset**

Flying out of LYH supports local jobs, business travel, tourism, and long-term regional growth. The airport's success strengthens the broader Central Virginia community.

# Brand Voice

Our voice attributes describe the steady personality the Lynchburg Airport should communicate everywhere we show up. They're the consistent qualities behind our messaging, whether we're sharing a travel benefit, giving an operational update, or speaking with partners. When we lead with these attributes, we sound like a premier, but approachable airport with a clear identity.

## Welcoming

Warm, human, and community-minded. We sound like a helpful local host, not a faceless authority.

We invite, guide, and reassure.

## Professional

Accurate, dependable, and respectful of aviation standards. We don't over-promise or get overly casual.

We're confident because we're credible.

## Confident

Steady, direct, and optimistic. We communicate progress and reliability without hype.

We lead with facts to help reduce friction and confusion.

## Clear

Easy to read, direct, never cluttered. Travelers should understand us at a glance.

We aim to be straightforward with our language.

## Writing Principles

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These principles are the practical rules that keep LYH's messaging clear, consistent, and easy for travelers and partners to use.

1. **Use plain language.** Travelers skim for context.
2. **Lead with practical benefits.** Time saved, ease, reliability, proximity.
3. **Write to "you."** Make the traveler the subject.
4. **Avoid jargon unless the audience expects it.**
  - Expected for GA/aviation partners [okay to use industry standard terms].
  - Avoid jargon for public travelers [translate into plain, conversational English].
5. **Keep headlines short and value-driven.** Headlines may be the only thing people consume, so make them count.
6. **Be specific when it matters.** Use concrete details over vague claims.
7. **Never sound defensive.** We state advantages calmly and matter-of-factly.

## Accessibility & Inclusivity in Writing

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- Write for broad readability, aiming for an 8th–10th grade reading level.
- Avoid idioms that don't translate well.
- Use inclusive language [families, travelers, passengers — not assumptions about who or why].
- Provide clear alternatives [e.g., "If you need assistance, call..."].

## Do / Don't Examples

While these are just examples, they provide a clear reference for how our voice should sound in practice.



### DO

- "Flights to Charlotte, Chicago, and D.C. connect you to hundreds of destinations."
- "Parking is steps from the terminal — and easy to navigate."
- "Your trip should start here, close to home."
- "Flying local saves you time and gives you the chance to invest in our community."



### DON'T

- "Patrons should consult posted informational signage for up-to-date terminal processes."
- "We know you might think a bigger airport is better, but..."
- "LYH provides world-class amenities and cutting-edge convenience."
- "Travelers are encouraged to utilize the terminal parking facility."



## City Blue

PMS: 105-15 C

RGB: 37 / 89 / 128

CMYK: 91 / 64 / 29 / 10.5

HEX/HTML: 255980

## City Night

PMS: 105-15 C

RGB: 29 / 70 / 101

CMYK: 94 / 71 / 38 / 25

HEX/HTML: 1d4665

## City Light

PMS: 105-15 C

RGB: 219 / 245 / 255

CMYK: 12 / 0 / 0 / 0

HEX/HTML: dbf5ff

## James Blue

PMS: 305 C

RGB: 89 / 203 / 232

CMYK: 50 / 0 / 1 / 0

HEX/HTML: 59cbe8

## Sunrise Yellow

PMS: 142 C

RGB: 244 / 190 / 16

CMYK: 0 / 27 / 100 / 0

HEX/HTML: febe10

## Energy Green

PMS: 2297 C

RGB: 211 / 218 / 54

CMYK: 21 / 2 / 94 / 0

HEX/HTML: d3d936

PRIMARY

SECONDARY



### HEADING

## Italian Plate No. 1

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

### SUBHEADING

## ITALIAN PLATE NO. 1 REGULAR ALL CAPS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

### BODY

## Calibri Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### TO BE USED WHEN ITALIAN PLATE ISN'T AVAILABLE

## Calibri (Microsoft Default)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### EXAMPLE

# Titles Should Be Title Case

## SUBTITLES SHOULD BE UPPERCASE

This is the body. Lorem ipsum hahg sasja sj bdsja d ajsds sjdbdjss jsj  
jsbsarert g f sjdf d d sfdg dsf sdd df sdf sdf sdf sdf