

News Release

FOR IMMEDIATE RELEASE

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Hampton Convention & Visitor Bureau Rolls Out New Visit Hampton Logo

Hampton, Virginia - The stars are starting to align! Amid continuing to promote safe travel, the Hampton Convention & Visitor Bureau is launching a new Visit Hampton logo and brand identity. The new logo is a part of an overall rebranding effort by the City of Hampton.

The new logo illustrates Hampton, the first continuous English-speaking settlement, as a city of firsts. Hampton's 400-year legacy as the city "First from the Sea, First to the Stars" is also captured in the new logo.

"The new Visit Hampton logo embodies Hampton's vibrancy as a waterfront destination rich in maritime and aeronautical history, as well as a center of technological advancement," said Mary Fugere, Director of the Hampton Convention & Visitor Bureau. "The crab has long been an endearing symbol of Hampton to many of its residents. We are particularly excited to have the crab represented in our logo."

The new Visit Hampton logo uses typography that is clear and bold, yet friendly. The tri-color waves celebrate both the depth and reflection of the Chesapeake Bay, from seafoam to the golden reflection of the sun. The stars form the constellation of Cancer, which is Latin for crab. Hampton is where the canning of the Chesapeake Bay crabmeat was perfected and the seafood industry made Hampton world renowned in the late 19th century.

The concept and design of the new logo was a collaborative effort. A branding study was conducted, the design of the city's new municipal logo was embraced, and the final Visit Hampton logo design resulted from collaboration between Hampton Convention & Visitor Bureau and Belo + Company.

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visithampton.com

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