



## NEWS RELEASE

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### **ORANGE COUNTY TOURISM LAUNCHES REBRANDED LOGO AND WEBSITE**

Orange County, VA – Orange County Tourism announces the launch of its official rebranded logo and website, [www.VisitOrangeVirginia.com](http://www.VisitOrangeVirginia.com).

“The rebrand of Orange County Tourism is an extension of our mission to share our beautiful region with others, especially as we look to reconnect in a safe and comfortable way,” said Orange County Tourism Manager, Lori Landes-Carter. “The new design highlights our county’s small businesses, outdoor exploring opportunities and historic attractions, while providing tips and resources for local and long-distance travelers.”

The redesigned website houses destination information, event details, resources for visitors and locals, and an interactive map of the county. Website visitors can explore each region of the county to find details on craft beverage and restaurant locations, historic sites, arts and culture, outdoor adventures, and shopping destinations.

In combination with the website, the new logo draws from the previous logo, honoring the past and celebrating the future. The logo font includes a rolling hills design inspired by the Blue Ridge Mountains surrounding the region, while the emblem includes a heart, incorporating part of Virginia’s tourism logo.

Discover Orange County Tourism’s destinations and events on the redesigned website, [www.VisitOrangeVirginia.com](http://www.VisitOrangeVirginia.com).

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