**Lee Highway Alliance (LHA)  
Logo Design Development Guidance**

1.  **Logo graphic and text goals**:

* Recognizable– unique and easily recognized at any scale, must incorporate a graphic and text: Lee   
  Highway Alliance and acronym LHA.
* Contemporary Think Forward Graphics -  Express vitality, contemporary colors and look
* Flexible use – sizeable and legible at various scales: letterhead, media, banners etc. in both, color and grey scale
* Readily printable - font style(s), colors must be readily available
* Allow for a tag line – must stand alone but graphically lend itself to possible tag line addition

**2.**  **The logo message:**(design should convey/reflect what the Lee Highway Alliance represents and what it stands for…)

* A linear corridor - 4.6 mile commercial corridor - a main street with mixed-use (retail /residential) neighborhoods and local activity “centers” – full of vitality and community vibe.
* Forward-Thinking Community Advocate  - Innovative, educational, new ideas, visionary design, planning, and architecture to improve the community economic vitality, alongside improved technology, transit and walkability, bicycles, re-purposed preservation, sustainability.
* An alliance of stakeholders/volunteers -made up of neighborhoods, land owners, businesses, other non-profit groups, universities, and Arlington County
* Welcoming and inclusive - Great quality of life for all

**3.**     **Background** (brief -the key information)The **Lee Highway Alliance** was formed to create a joint community vision for a economically vibrant, walkable, attractive Lee Highway corridor – one that benefits neighborhoods and the business community. The ultimate goal in the immediate future is the development of a new Generalized Land Use Plan (GLUP) for Lee Highway to guide future rezoning and development applications.  
  
The Lee Highway Alliance is a grass roots civic non-profit organization that started in 2012. The goal is to work with Arlington County and numerous stakeholders to create an innovative vision for the land planning and economic revitalization of **Lee Highway corridor** in **Arlington, VA,**(4.6 miles of commercial corridor, that runs from Falls Church to Rosslyn, VA.) **Arlington, Virginia** is a small, 26-sq-mile county located directly across the Potomac River from Washington, DC. Its citizens are relatively affluent, highly educated, and engaged in the community as well as in world and national events.

**4.**     **Resources**The **LHA** web site contains information and images about the work and activities of the Alliance - please review it.. [www.leehighwayalliance.com](http://www.leehighwayalliance.com/)