

U.S. TRAVEL ASSOCIATION

# Visual Identity Guidelines



U.S. TRAVEL  
ASSOCIATION

## OVERVIEW

The U.S. Travel Association Visual Identity Guidelines detail key information needed to accurately and consistently produce publications and communications for our internal and external audiences. Our objective is to create a unified, memorable brand for the U.S. Travel Association.

These guidelines provide information on:

- Using the logo and co-branded logos;
- Applying various design elements; and
- Incorporating the logo and design elements into diverse but unified communications.

These guidelines should be followed as closely as possible.

## BRAND STRATEGY

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### VISION STATEMENT

To be the leading force that grows and sustains travel and ensures the freedom to travel. Through our efforts, travel is understood as essential to the economy, security, image and well-being of the U.S. and travelers.

### POSITIONING STATEMENT

The unique national organization that leverages the collective strength of all who benefit from travel to grow their business beyond what they could do individually.

### PERSONALITY TRAITS

At the heart of this brand lies an inextricable blend of defining attributes that will inform every facet of the visual identity. Every brand expression and user experience must be measured against these brand attributes:

Dynamic	Inclusive
Leader	Influential
Expert	Visionary

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**LOGO**

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**U.S. TRAVEL**  
ASSOCIATION



**U.S. TRAVEL**  
ASSOCIATION

**LOGO ANATOMY**

**Horizontal Logo**



**Vertical Logo**



The logo is the primary graphic element used to identify the U.S. Travel Association. It should be used consistently when identifying the Association in communications.

The full name, “U.S. Travel Association” and the mark, consisting of a stylized compass, are combined with specific proportions and careful configuration to form the complete U.S. Travel Association logo. The full name, “U.S. Travel Association,” appears to the right of the mark (horizontal logo) or centered below it (vertical logo).

When using the logo, the size and space relationships between the letters, words and shapes must be maintained at all times.

Guidelines for the proper usage of the U.S. Travel Association logo are outlined in the following pages.

## LOGO SIZE

### Primary Horizontal Logo

Minimum size: 2.5" (15p) in width



### Primary Vertical Logo

Minimum size: 1.5" (9p) in width



### Secondary Alternative Logo

(Text only)

Minimum size: 1.5" (9p) in width



The U.S. Travel Association logo is designed to retain its characters and legibility in small and large sizes.

For general printing processes, the horizontal logo should not be reproduced below 2.5" (15p) in width and the vertical logo should not be reproduced below 1.5" (9p) in width.

*When changing the size of the logo, the height and width of the logo must remain proportional.*

In rare instances there may be insufficient white space for the logo with the mark to be legibly used, or the space available may not allow the words to be easily read. In these cases, the secondary alternative version of the logo (text only) may be used with the brand manager's approval.

## LOGO CLEAR SPACE



The width of the letters "U.S." represents the image-free space that should be maintained around the logo.

When the U.S. Travel Association logo is accompanied by additional text or other graphic elements, it is imperative that an image-free zone be maintained around the logo to protect it from visual interference from other elements on the page.

As a rule, a minimum distance—equal to the width of "U.S."—must be maintained around the logo.

The U.S. Travel Association logo should always appear on a white background and never be shown in a confined area smaller than the image-free zone.



## LOGO COLOR

### Primary Logo



#### Three-Colors

Pantone® 540C  
Pantone® 202C  
Pantone® Cool Gray 11



#### 4-Color Coated (CMYK)

(Pantone® 540 PC)  
C 100 M 57  
Y 12 K 61

(Pantone® DS 89-1C)  
C 0 M 100  
Y 90 K 40

(Pantone® DS 327-3 C)  
C 25 M 0  
Y 0 K 80



#### One-Color

Black

### PRIMARY LOGO

The U.S. Travel Association logo may be reproduced using solid Pantone® Spot Colors, or using 4-color process builds as shown on page 13.

The U.S. Travel Association logo colors are Pantone® 540C (blue), Pantone® 202C (red), and Pantone® Cool Gray 11 when printing on COATED paper.

When printing on UNCOATED paper, use the special ink mixes developed for U.S. Travel Association Blue and U.S. Travel Association Red.

The logo should be reproduced as a positive logo in either the three Pantone® colors above, 4-color process, or in one-color: black. Refer to the color specifications provided on this page.

### Secondary Alternative Logo



#### Two-Colors

Pantone® 540C  
Pantone® 202C



#### 4-Color Coated (CMYK)

(Pantone® 540 PC)  
C 100 M 57  
Y 12 K 61

(Pantone® DS 89-1C)  
C 0 M 100  
Y 90 K 40



#### One-Color

Black

### SECONDARY ALTERNATIVE LOGO

The U.S. Travel Association secondary alternative logo may be reproduced using solid Pantone® Spot Colors, 4-color process builds, or in one-color: black.

The secondary alternative logo may be reproduced as a positive logo and may also be reversed out, of a solid color or photographic background, to white.

The secondary alternative version of the logo (text only) may be used with the brand manager's approval.



Reversed to white

**INCORRECT USE OF THE LOGO**



**U.S. TRAVEL**  
ASSOCIATION

**Incorrect:** Do not alter the proportions of any element in the logo.



**U.S. TRAVEL**  
ASSOCIATION

**Incorrect:** Do not alter the size relationship of the mark to the name.



**U.S. TRAVEL**  
ASSOCIATION

**Incorrect:** Do not substitute colors in the logo.



**U.S. TRAVEL**  
ASSOCIATION

**Incorrect:** Do not substitute other typefaces in the logo.



**Incorrect:** Do not place the logo on a color background.



**Incorrect:** Do not place the logo on an image or drop it to white on a color background.

**CO-BRANDED LOGOS**



**ANATOMY OF CO-BRANDED PROGRAM LOGOS**

The U.S. Travel Association logo and the Program name, as they appear to the left, should not be altered in any way. The size and space relationships between the letters, words and shapes must be maintained at all times. If needed, these elements can be scaled proportionally.

Page 9 provides rules for the size and placement of destination names.

## CO-BRANDED LOGOS



### SIZING AND PLACEMENT OF DESTINATION NAMES

Use the following rules to help determine the point size and placement of a destination name inside the color bar:

- 1 A destination name always appears in the color bar underneath the U.S. Travel Association event name.
- 2 When determining the point size, always maintain the space equal to 1y around it.
- 3 The point size of the destination name will be determined by the 1y border both in length and width.
- 4 The destination name should appear in all caps and the cap height should never exceed .75 of the height of the largest character in the event name.

**CO-BRANDED EVENT & PROGRAM LOGOS**



U.S. TRAVEL ASSOCIATION'S

**INTERNATIONAL  
POW WOW**

**MIAMI**



U.S. TRAVEL ASSOCIATION'S

**TRAVEL  
LEADERSHIP  
SUMMIT**

**WASHINGTON, DC**



U.S. TRAVEL ASSOCIATION'S

**ESTO**

**SALT LAKE CITY**



U.S. TRAVEL ASSOCIATION'S

**MARKETING  
OUTLOOK  
FORUM**

**LITTLE ROCK**



U.S. TRAVEL ASSOCIATION'S

**TRAVELCOM**

**ATLANTA**



U.S. TRAVEL ASSOCIATION'S

**ODYSSEY  
AWARDS**

**COLOR**

With respect to co-branded event and program logos, the U.S. Travel Association logo always appears in Pantone® 540C and Pantone® Cool Gray 11 or the 4-color process equivalent and the rule underneath it appears in black. The color of the U.S. Travel Association event or program and color bar may reflect the sponsoring city, within the color palette for the U.S. Travel Association brand.

The color bar should be 100% of the chosen color. The city name always drops to white.

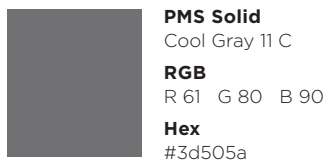
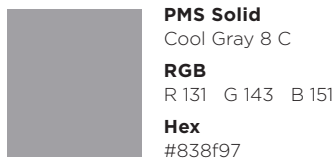
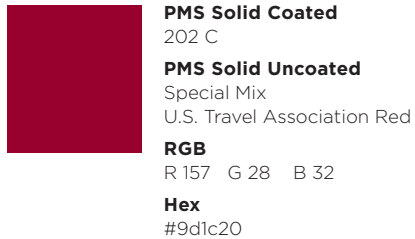
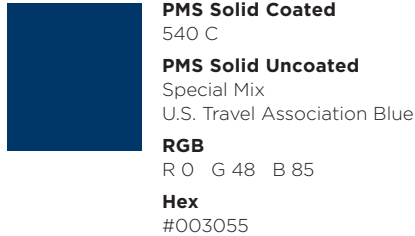
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## DESIGN ELEMENTS

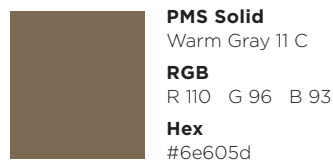
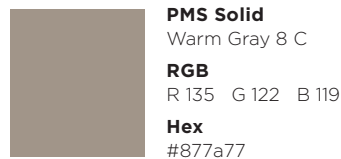
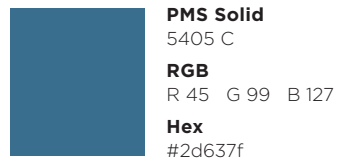
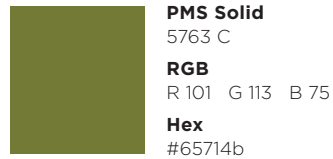
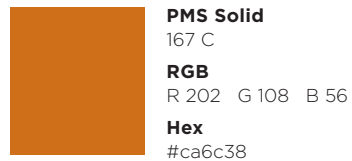
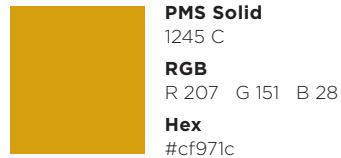
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## COLOR PALETTES

### PRIMARY PALETTE



### SECONDARY PALETTE



Red, white, blue and cool grays are used as the primary palette while a muted secondary palette is used to provide variety, freshness and clarity.

When printing, the colors may be reproduced using Pantone® solid inks (Spot Color) or with CMYK values (4-color process).

### SPOT COLORS

Pantone® Spot Colors are the best way to create consistent color in every print run.

### RGB AND HEXACHROME COLORS

RGB and Hexachrome colors are screen value equivalents of the color palette and may be used in digital media.

# COLOR PALETTES

## PRIMARY PALETTE



**4-Color Coated (CMYK)**  
(Pantone® 540 PC)  
C 100 M 57  
Y 12 K 61

**4-Color Uncoated (CMYK)**  
(Pantone® DS 217-1U)  
C 100 M 40  
Y 0 K 40



**4-Color Coated (CMYK)**  
(Pantone® DS 89-1C)  
C 0 M 100  
Y 90 K 40

**4-Color Uncoated (CMYK)**  
(Pantone® DS 83-1U)  
C 30 M 100  
Y 100 K 0



**4-Color (CMYK)**  
(Pantone® DS 327-6 C)  
C 10 M 0  
Y 0 K 50



**4-Color (CMYK)**  
(Pantone® DS 327-3 C)  
C 25 M 0  
Y 0 K 80

## SECONDARY PALETTE



**4-Color (CMYK)**  
(Pantone® 1245 PC)  
C 7 M 35  
Y 100 K 13



**4-Color (CMYK)**  
(Pantone® DS 51-2 C)  
C 0 M 60  
Y 80 K 20



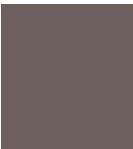
**4-Color (CMYK)**  
(Pantone® 5763 PC)  
C 36 M 16  
Y 62 K 48



**4-Color (CMYK)**  
(Pantone® 5405 PC)  
C 71 M 30  
Y 13 K 41



**4-Color (CMYK)**  
(Pantone® Warm Gray 8 PC)  
C 16 M 23  
Y 23 K 44



**4-Color (CMYK)**  
(Pantone® Warm Gray 10 PC)  
C 20 M 29  
Y 28 K 56

## PROCESS COLORS

When Pantone® Spot Colors are not available due to price constraints or printing limitations, U.S. Travel Association may substitute 4-color process (CMYK) equivalents for the color palette.

**TYPOGRAPHY**

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Adobe Garamond and Gotham are the typefaces to be used for U.S. Travel Association materials.

**Adobe Garamond**    ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
                                 abcdefghijklmnopqrstuvwxyz

**Adobe Garamond  
Italic**                *ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*  
                                 *abcdefghijklmnopqrstuvwxyz*

**Gotham Light**        ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
                                 abcdefghijklmnopqrstuvwxyz

**Gotham Book**        ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
                                 abcdefghijklmnopqrstuvwxyz

**Gotham Bold**        **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**  
                                 **abcdefghijklmnopqrstuvwxyz**

## IMAGERY

### PHOTOGRAPHY

To encompass the broad range of content communicated by the U.S. Travel Association, four types of imagery are used—general travel-related, location specific, industry segment specific, and content specific (e.g., reflecting a topical report on Internet usage). Each has its own purpose for conveying specific content quickly to the viewer.



**General Travel-Related**



**Location Specific**



**Industry Segment Specific**



**Content Specific**

## IMAGERY



### INFORMATION GRAPHICS

Illustration is used to communicate information succinctly and inform the viewer about specific content within the materials. In combination with imagery, the illustration speaks to the personality of the brand as a knowledgeable and relevant resource for information.

The opacity (transparency) of vector art and typography used in graphic illustrations is 85%.

The drop shadows applied to vector art and typography should be black, multiplied against the background at 20% opacity. The X and Y offsets of the drop shadow will be less for typography and more for larger vector shapes.

# GRAPHIC DETAILS

## Document Covers



Document covers consist of the following graphic details:

### HORIZONTAL COLOR BAND

Document titles, subtitles and other specific information pertaining to a document are contained in the horizontal color band always appearing at the top of the cover. The width is determined by the trim size. The height is always  $.25$  of the height of the document.

### HORIZONTAL WHITE BAND

The U.S. Travel Association logo appears at the bottom of the cover inside the horizontal white band. The width of the band is determined by the trim size. The height is always  $.15$  of the height of the document.

Refer to page 4-5 for rules regarding the size and placement of the logo within the band.

### WHITE BORDER

The white border always appears inside the trim of the document. The border should be  $.75pt$  in thickness.

# GRAPHIC DETAILS

## Co-Branded Program Materials



Co-Branded Program covers consist of the following graphic details:

### HORIZONTAL WHITE BANDS

*Top band:* The width is determined by the trim size. The height is always .25 of the height of the document.

*Bottom band:* The width is determined by the trim size. The height is always .05 of the height of the document.

### FEATURE PHOTOGRAPHY AND ILLUSTRATION

Location specific photography and information graphics are featured on the cover. Refer to page 15 for information regarding this artwork.

### PHOTOGRAPHY BAND

A series of three photographs that highlight the destination city are featured on a horizontal band. The width is determined by the trim size. The height is always .17 of the height of the document.

### CO-BRANDED PROGRAM LOGO

The co-branded program logo always appears centered horizontally as shown. Refer to pages 9-10 for sizing, placement and color of the logo.

