

BRAND GUIDELINES



LOGO

The NTTW logo identifies National Travel & Tourism Week on all forms of communication. “Powered by U.S. Travel Association” is aligned with the main logo in a subtle grey.

The NTTW logo cannot be separated from this text.

The NTTW logo should always appear in the correct form and colors as specified in this brand guidelines document. It should be displayed clearly and in a prominent location, independent of other elements.

DATE SPECIFIC LOGO



EVERGREEN LOGO



NOTE: The NTTW logo should always be placed on a clear area of white background even when placed against a photo background.

COLOR PALETTE

The following colors are designated for all NTTW branded materials. Please refer to the formulas for the CMYK (or process color) equivalent along with RGB and HTML numbers for on screen and web colors.

DEEP NAVY

CMYK: 91, 81, 46, 47
RGB: 31, 42, 68
HEX: #1F2A44

MUTED RED

CMYK: 22, 84, 71, 10
RGB: 180, 71, 72
HEX: #B44748

SOFT CHARCOAL

CMYK: 69, 62, 61, 52
RGB: 58, 58, 58
HEX: #3A3A3A

WARM CREAM

CMYK: 11, 13, 21, 0
RGB: 225, 214, 197
HEX: #E1D6C5

DOWNLOAD THE NTTW 2026 LOGO FILES

[EPS \(VECTOR\) LOGO](#)

[JPG LOGO](#)

[PNG LOGO](#)

In exceptional cases where the full color NTTW logo cannot be applied, the knockout version is available within each download for limited/restricted use (for example: on specialty materials such as embroidered clothing, or where color is limited to only black and white printing).