

# 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).*

# SOCIAL MEDIA TOOLKIT: USAGE GUIDE

## CUSTOMIZABLE SOCIAL TEMPLATES

These Canva templates are fully customizable, just add your destination's logo, photos, and copy. Follow the steps below to customize the templates.

### What is editable

Your Logo  
Background photo  
Postcard photo  
Headlines & body copy

### What is not editable

The NTTW logo  
The postmark  
Brand colors, fonts, and layout  
Template dimensions

### Typography

All fonts are pre-set in every template. **Do not change any fonts.**

**Headlines:** Merriweather | **Body & supporting copy:** Linotype Feltpen

 **Always duplicate the template before editing to ensure the master file remains unchanged.**



### YOUR LOGO

Place your destination logo only in the designated area within the stamp, and below the NTTW logo.

Use a high-resolution PNG with a transparent background.

Do not stretch, recolor, or reposition the logo outside the designated zone.

### PHOTOGRAPHY

**Background Image:** Replace the placeholder background image with a high-quality landscape photo of your destination. Avoid using photos featuring people.

**Postcard Image:** Replace the placeholder image within the postcard with a photo of your choice.

**Minimum file size:** 1 MB

### IN-GRAPHIC COPY

Edit copy only in the designated text boxes & resize as needed.

## ACCESS NTTW 2026 CANVA TEMPLATES

[OPEN IN CANVA](#)

# SOCIAL MEDIA TOOLKIT: USAGE GUIDE

## EVERGREEN TEMPLATES

These Canva templates are ready to post, just add your destination's photos, or post as is. Follow the steps below to customize the templates.

### What is editable

Background photo  
Postcard photo

### What is not editable

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The postmark  
Brand colors, fonts, and layout  
Template dimensions  
Headlines & body copy

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