

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.

SOCIAL MEDIA TOOLKIT: USAGE GUIDE

CUSTOMIZABLE SOCIAL TEMPLATES

These Canva templates are fully customizable, just add your destination's logo, photos, and copy.

There are 3 templates per platform: two statistic-based graphics and one general messaging template. **Use the links below to access them.**



META CANVA TEMPLATES

GENERAL TEMPLATE

STATISTICS TEMPLATE 1

STATISTICS TEMPLATE 2

LINKEDIN CANVA TEMPLATES

GENERAL TEMPLATE

STATISTICS TEMPLATE 1

STATISTICS TEMPLATE 2

SOCIAL MEDIA TOOLKIT: USAGE GUIDE

EVERGREEN READY TO POST SOCIAL GRAPHICS

These social templates are ready to post and cannot be edited.

ACCESS NTTW 2026 READY TO POST SOCIAL GRAPHICS

[DOWNLOAD GRAPHICS](#)

