

READY? SO ARE WE.

Let's **GO** *There*

CAMPAIGN STYLE GUIDE

3. THE IDEA

4. GRAPHIC ELEMENTS

5. THE LOGO

8. THE THEREFINDER

9. THE HASHTAG

10. COLORS

11. TYPOGRAPHY

14. PHOTOGRAPHY

15. CAMPAIGN VOICE

17. CAMPAIGN SAMPLES

18. ADLOBS

19. DIGITAL POSTCARD

20. DIGITAL BANNERS

21. SOCIAL

READY? SO ARE WE.



THE IDEA

The most exciting thing about travel happens the moment you decide to go somewhere.

HORIZONTAL LOCK-UP + WALKUP LINE

Our new walkup line READY? SO ARE WE. reflects a shift to a more prescriptive message. **The walk-up line must always be used with the logo.**

CLEAR SPACE

When the tagline lock-up is accompanied by additional text or other graphic elements, it's imperative that the clear space be maintained around the lock-up to protect it from visual interference from other elements on the page.

As a rule, a minimum distance –equal to the height of the “e”– must be maintained around the lock-up.

MINIMUM SIZE

For general printing processes, the horizontal tagline should not be reproduced below 2.5” in width or a Minimum 6.5pt of the walkup line. If smaller tagline is needed consider the 2 or 5 line lock-up

CLEAR SPACE



MINIMUM



HORIZONTAL LOCK-UP

Use the following rules to help determine the size ration and placement of the tagline and branded logo

1. The brand logo will always appear underneath the tagline.
2. When determining the size of the brand logo, always maintain the height of the “s” the tagline
3. The brand logo should always be center from the ThereFinder.
4. The space between the ThereFinder and the brand logo should be 1/2 the height of the “s” in the tagline

CLEAR SPACE

When the lock-up is accompanied by additional text or other graphic elements, it’s imperative that the clear space be maintained around the lock-up to protect it from visual interference from other elements on the page.

As a rule, a minimum distance –equal to the height of the “e”– must be maintained around the lock-up.

MINIMUM SIZE

For general printing processes, the horizontal lock-up should not be reproduced below 1.5” in width.

CLEAR SPACE



MINIMUM



1.5"

INCORRECT USAGE

Do not place the lock-up on a busy background.

Do not alter the proportions of any element in the lock-up

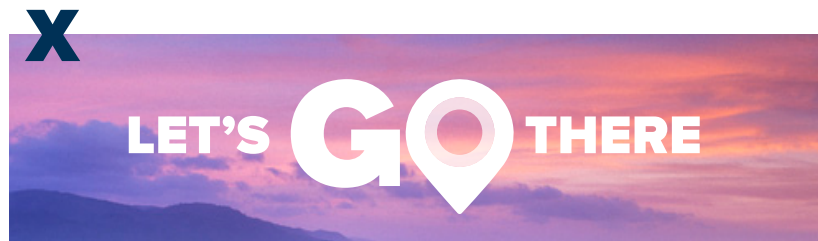
Do not substitute other typefaces in the lock-up

Do not alter the size relationship of the mark in the lock-up

Do not substitute colors in the lock-up

Do not place the lock-up on a non legible background

Do not use the logo without the walk-up



The **Therefinder** is our evolution of the geo-locator icon we’ve all become accustomed too.

Now, we use it as a visual device in our brand communications that pinpoints the place, the experience, or emotion you want to enjoy. It’s our way of highlighting the anticipation that comes with planning the perfect getaway.

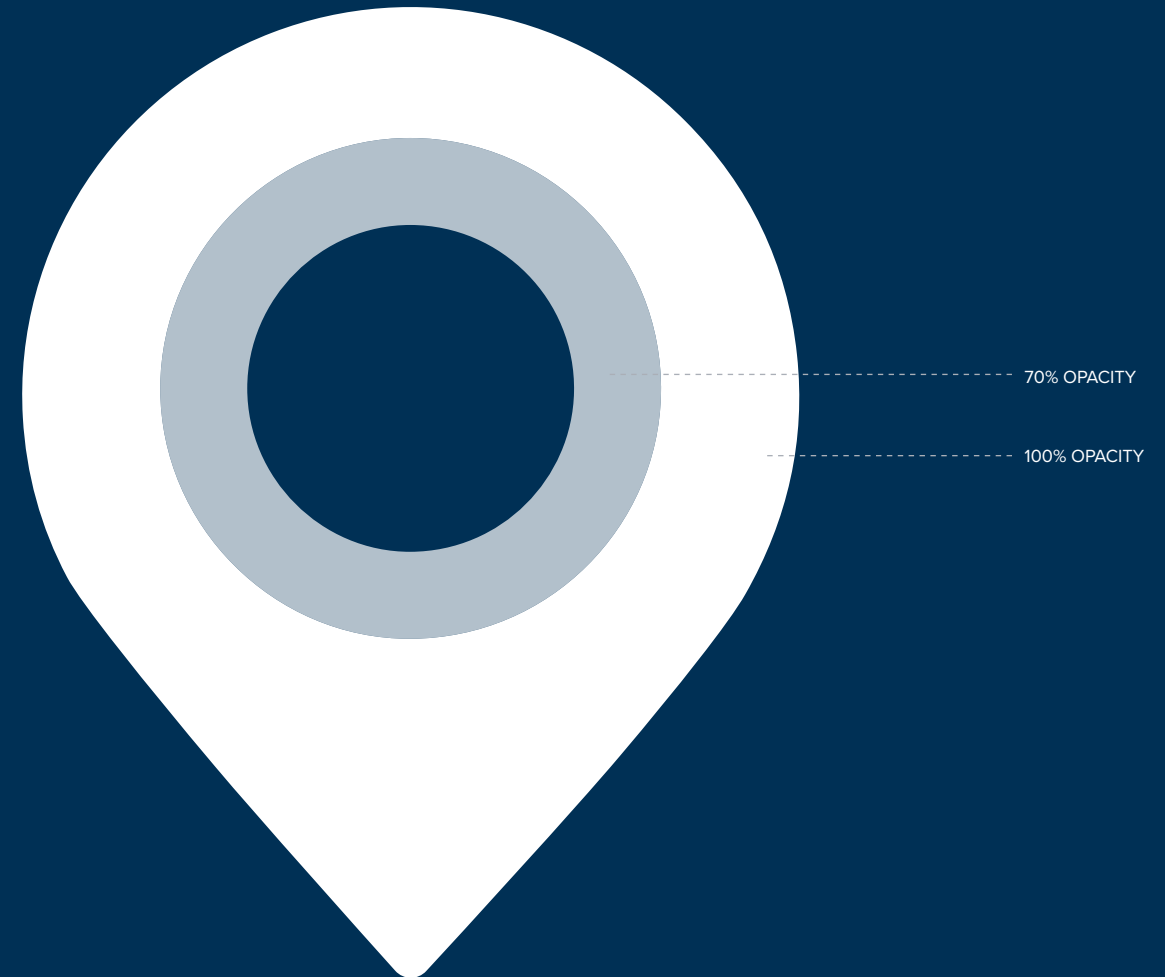
USAGE

When using the “Therefinder” as a graphic, it should always lock to the experience a person/s is having within a place or an important object that tells the story of the environment.

If used in print or other static assets, the “Let’s Go There” logo lock-up should be present to reinforce the campaign message.

If used in video or animation, the “Therefinder” can be used independently but the “Let’s Go There” logo lockup must be used in an end card sequence to pay off the visual device.

Please see “Campaign Samples” section for example usage of the “Therefinder.”



L E T S G O T H E R E

The new #LetsGoThere hashtag should be used in all social media posts, if possible. This more action-oriented hashtag aligns with the culmination of the campaign that encourages Americans to start traveling now.

The #LetsMakePlans hashtag remains a viable option for destinations or companies who may still be facing marketing restrictions.

CAMPAIGN COLORS

Our primary colors should be dominant when creating any public-facing materials. Using these colors dominantly in our communications reinforces our brand, builds brand awareness, through our campaign and aids brand recall and expresses the sophisticated, optimistic, and positive aspects of our brand.

PMS 7416 C
C 0 M 73 Y 74 K 0
HEX F26A4B

PMS 7409 C
C 5 M 29 Y 100 K 0
HEX F1B71C

PMS 3945 C
C 8 M 4 Y 100 K 0
HEX F2E205

PMS 540
C 100 M 50 Y 10 K 63
HEX 003057

WHITE

PMS COOL GRAY 8
C44 M34 Y29 K10
HEX 888B8D

TYPOGRAPHY

Proxima Nova and Charter are classic and modern and its range of weights allows you to be slightly bolder with headlines, while the middle weights read well for body copy. Used together, they build a clear hierarchy all while creating an inviting and sophisticated look.

PROXIMA NOVA

Aa Aa Aa

LIGHT / LIGHT ITALIC : REGULAR / REGULAR ITALIC : SEMIBOLD / SEMIBOLD ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & * ? , .

CHARTER

Aa Aa

REGULAR / REGULAR ITALIC : BOLD / BOLD ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & * ? , .

TYPOGRAPHY TREATMENT

Our two type families do not consitiute a shift in tone. They are both modern, accessible and inclusive and work paired together or indivudually.

Proxima Nova should be used as our primary type treatment for most marketing materials. There should be no periods at the end of a main headline, supers or other stand-alone headlines. When using PRIXIMA NOVA, headlines should be upper case to create a sense of presence in a very delicate and sophisticated way.

Charter is our secondary and only needed for bigger, copy heavy executions. The best used of this typeface is paired with Proxima Nova, when there is a need for variety in fonts.

PRIMARY TYPE TREATMENT

PROXIMA NOVA

UPPERCASE
BOLD OR REGULAR
+25 KERNING

HEADLINE

UPPERCASE
REGULAR OR LIGHT
+500 KERNING

H E A D E R S / C A L L O U T S

SENTENCE CASE
REGULAR OR LIGHT

BodyCopy

SECONDARY TYPE TREATMENT

CHARTER

INITIAL CAP
BOLD OR REGULAR
+25 KERNING

Headline

INITIAL CAP
REGULAR
+500 KERNING

H e a d e r s / C a l l o u t s

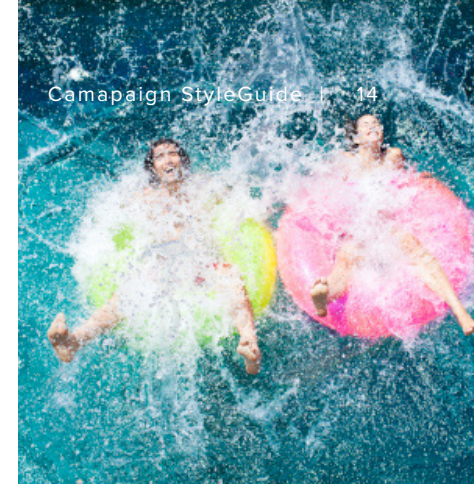
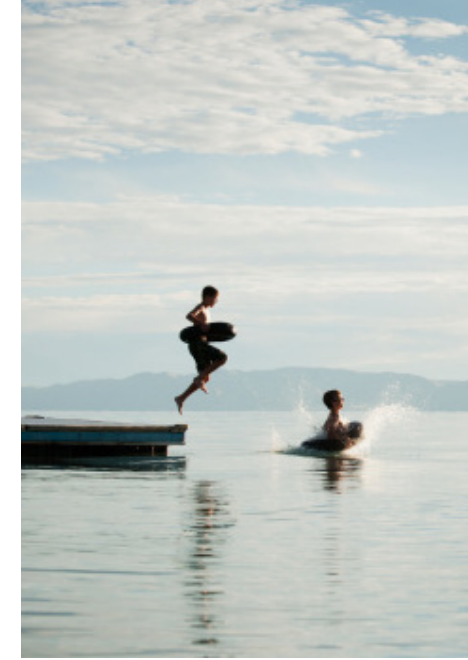
SENTENCE CASE
REGULAR

BodyCopy

PHOTOGRAPHY

All photography should feature aspirational imagery. These moments should feel candid and unposed, never staged or fake. The environments should feel grand and spectacular, never dull or small. Consider featuring healthy travel practices such as wearing masks, outdoor imagery or distancing.

All photography should be from the U.S., not abroad.



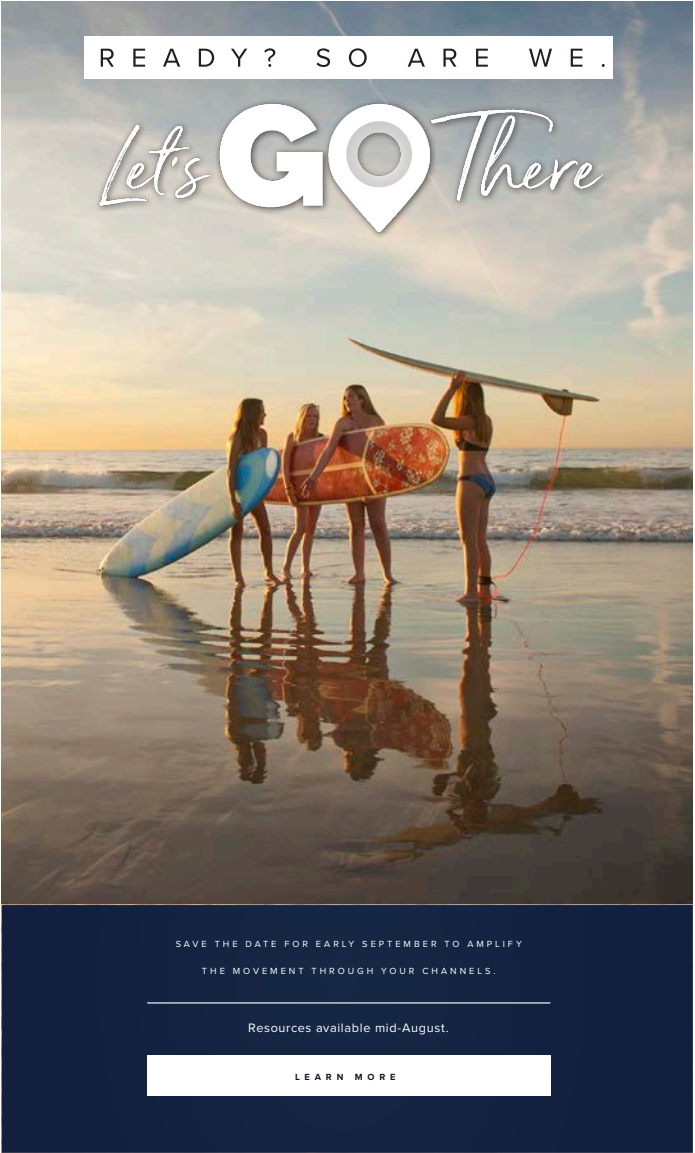
BOILER PLATE COPY

SHORT	MEDIUM	LONG
<p>We all need something to look forward to again. And nothing is more exciting than planning that next perfect getaway.</p> <p>Ready? So are we.</p> <p>Let's go there.</p>	<p>We all need something to look forward to again. And nothing is more exciting than planning that next perfect getaway. Because the journey begins the moment we decide to go somewhere. Anywhere.</p> <p>Are you ready? So are we.</p> <p>Let's go there.</p>	<p>We all need something to look forward to again. And nothing is more exciting than planning that next perfect getaway. The one that can't get there soon enough. Because the journey begins the moment we decide to go somewhere. Anywhere.</p> <p>It's time to feel that feeling once again. So let's get inspired. Let's save a date. Let's book a trip. And aim for the destination that will feel like no other. With over 1,100 travel partners, brands and organizations, from airlines to hospitality, resorts, booking, car rentals, theme parks, national parks, and nearly every city in between—we can help you get there. Safely and securely.</p> <p>Are you ready? So are we.</p> <p>Let's go there.</p>

ADLOB

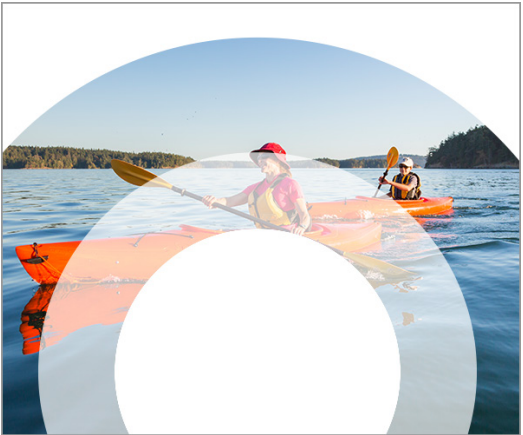


POSTCARD



DIGITAL BANNERS / UNBRANDED TEMPLATE

All emotional banner executions should feature imagery inline with our photography guidelines. Whenever necessary, the text should be locked-up in boxes for legibility.



SOCIAL PROFILE LOCK-UP

These are social lock-ups that may be used in any of our social channels. You may only use these unbranded lock-ups when the full landmark or brand handle is present.



SOCIAL COVER IMAGE TEMPLATE

When updating our social cover images you may use a solid color from our primary color palette or imagery inline with our photography guidelines.

SOLID



IMAGERY



SOCIAL POST TEMPLATES

All social executions should feature imagery inline with our photography guidelines. The “Therefinder” should be locked-up over the person, or people, in the imagery. Whenever necessary, the text should be locked-up in boxes for legibility.

1:1 Ratio



16:9 Ratio

