

WHEN IT'S TIME FOR YOU, WE'LL BE READY



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WHEN IT'S TIME FOR YOU, WE'LL BE READY



THE IDEA

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

HORIZONTAL LOCK-UP + WALKUP LINE

Our walkup line WHEN IT'S TIME FOR YOU, WE'LL BE READY communicates the idea of booking future travel on a date that's comfortable for consumers while supporting their travel planning with the strength, security and stability. **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



WHEN IT'S TIME FOR YOU,
WE'LL BE READY



2-LINE BREAK

The 2 line break lock-up was created for smaller executions, where the walkup line needs to be clearly legible.

WHEN
IT'S TIME
FOR YOU,
WE'LL
BE READY



5-LINE BREAK

The 5 line break lock-up was created for extreme vertical executions, where the horizontal lock-up cannot be used.

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

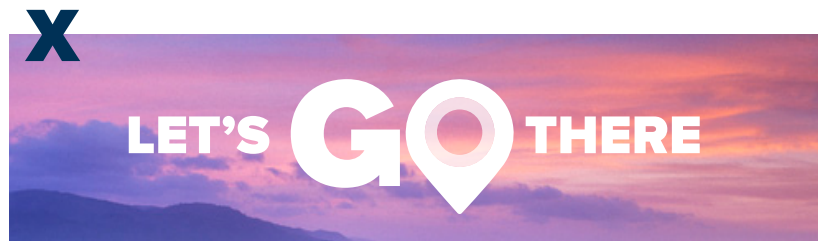
Do not substitute other typefaces in the lock-up

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.

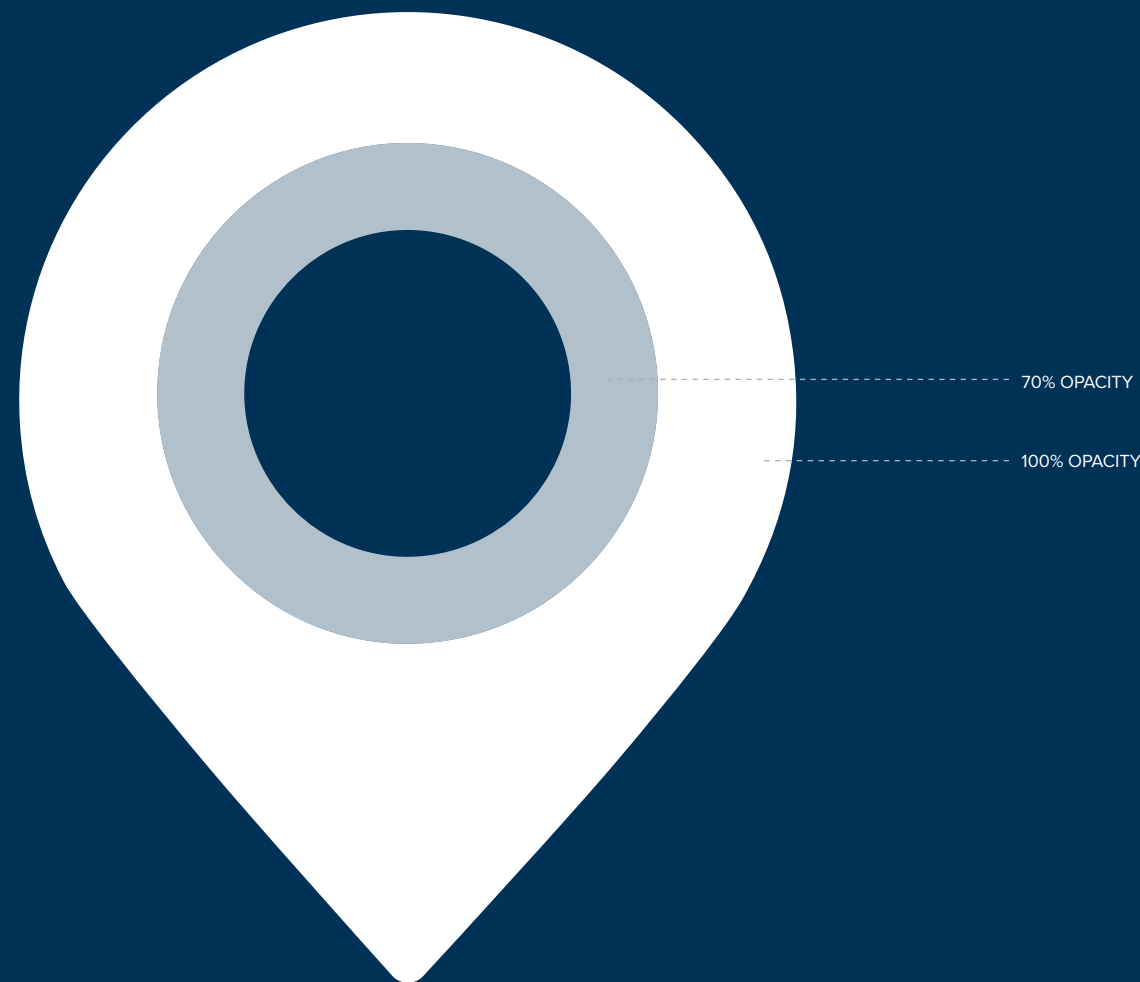
USAGE

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 M A K E P L A N S

The hashtag #LetsMakePlans reinforces our campaign messaging about making future travel plans to go to your “there.” Our campaign isn’t about traveling tomorrow, it’s about making plans for the future when consumers are more comfortable.

The hashtag also acts as an additional CTA to assist ‘Book Now’ and serves as a tool to aggregate all our campaign content together. When searched for or clicked on, the hashtag allows our hero content and our partner content to be curated, emphasizing the strength, safety and backing of our travel industry.

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 540
C100 M50 Y10 K63
HEX 003057

PMS 2767
C75 M50 Y0 K75
HEX 13294B

WHITE

PMS COOL GRAY 6
C33 M24 Y20 K2
HEX A7A8A9

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 immaculate vistas with some suggestion of people, whenever appropriate. These moments should feel candid and unposed, never staged or fake. The environments should feel grand and spectacular, never dull or small. Whenever possible, avoid showing crowds—rather, intimate family time—and look for variety in poses of people so they aren't all backs to camera.

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



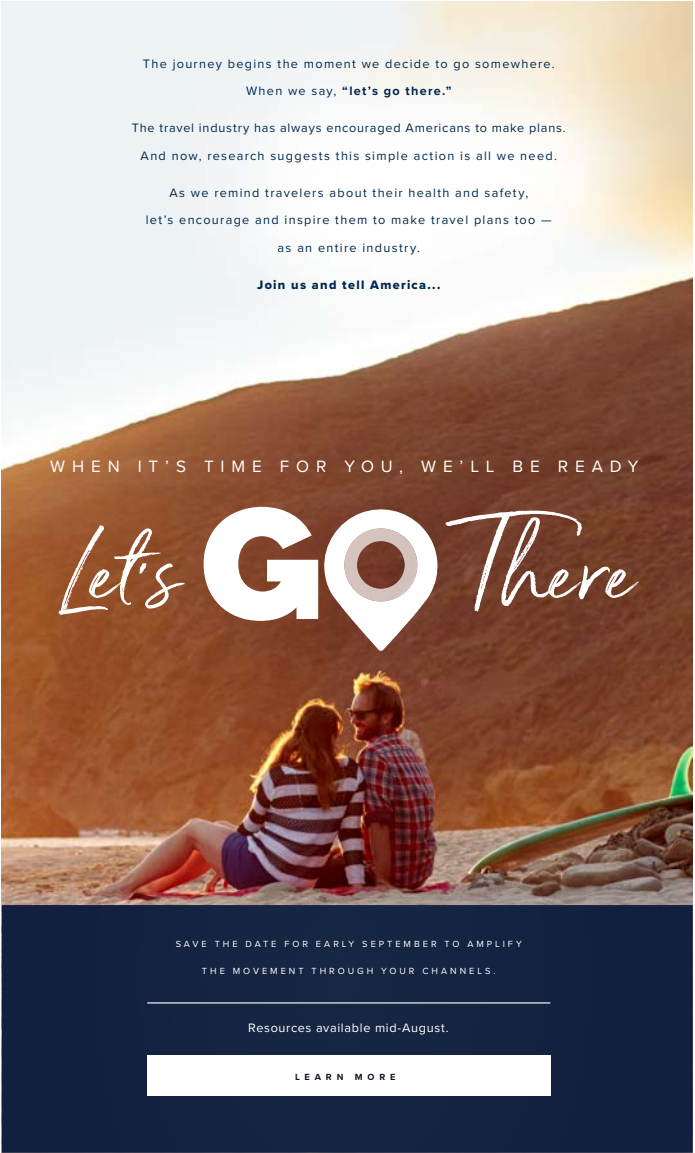
BOILER PLATE COPY

SHORT	SHORT (Let's Go There, Together Specific)	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>So when it's time for you, we'll be ready. Let's go there.</p>	<p>Let them believe in magic by making their dreams come true. Book now for that trip you'll take together later.</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>So when it's time for you, we'll be ready. 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>So when it's time for you, we'll be ready. 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

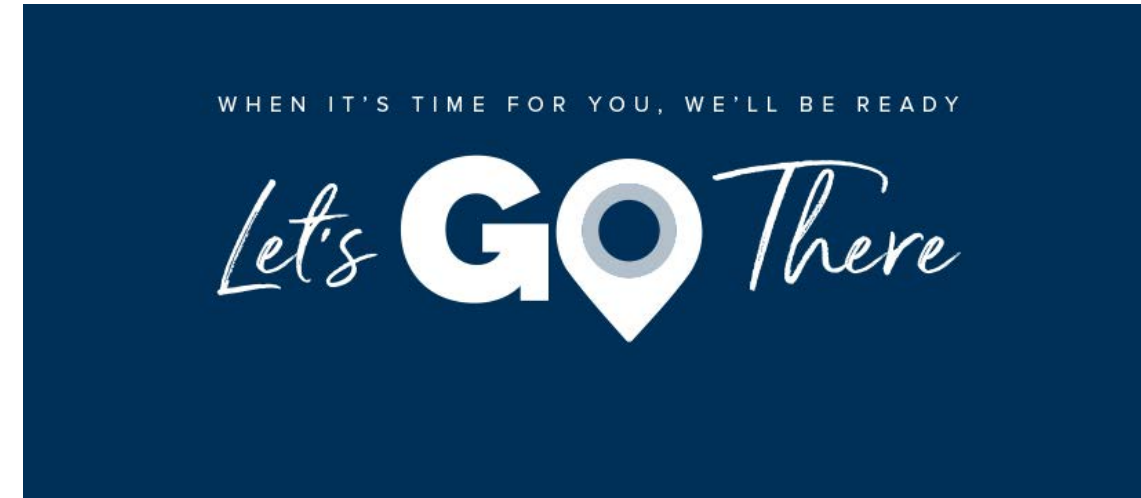
These are social lock-ups that may be used in any of our social channels. You may only use these unbranded lock-ups when the full landmark or brand handle is present.



SOCIAL COVER IMAGE TEMPLATE

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

SOLID



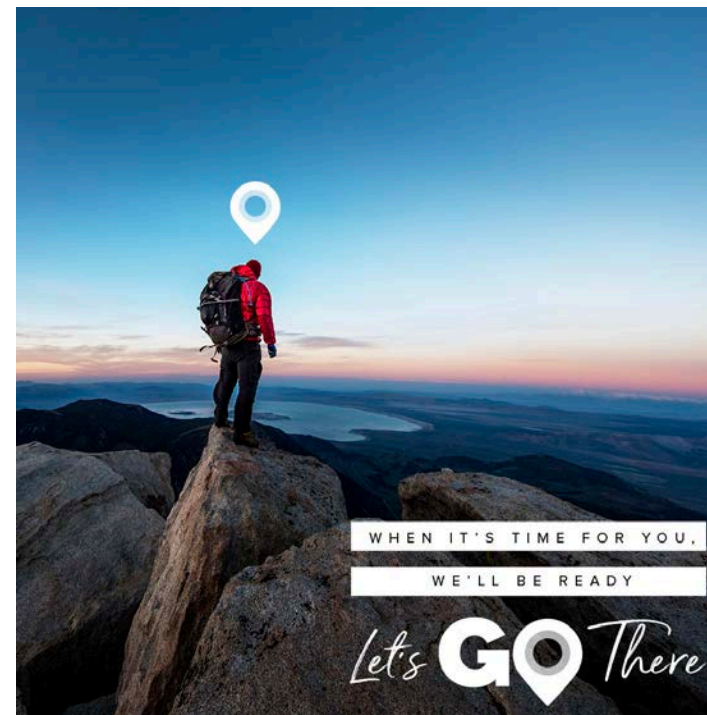
IMAGERY



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

