



# 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



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

### EVERGREEN LOGO



## COLORS

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.

### LIGHT BLUE

**CMYK:** 83, 42, 0, 0  
**RGB:** 4, 128, 200  
**HEX:** #0480C8

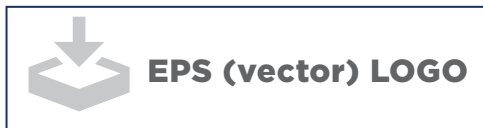
### U.S. TRAVEL RED

**CMYK:** 0, 100, 90, 40  
**RGB:** 157, 28, 32  
**HEX:** #9D1C20

### U.S. TRAVEL BLUE

**CMYK:** 100, 57, 12, 61  
**RGB:** 0, 48, 85  
**HEX:** #003055

## LINK TO NTTW 2020 LOGO FILES



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

**Questions? Please contact Nikki Carpenter, Manager, Digital Communications ([ncarpenter@ustravel.org](mailto:ncarpenter@ustravel.org)).**