



BRAND GUIDELINES



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LOGO



1. THE MULTI-COLOR **PIXEL MARK** PROVIDES A FRESH-BUT-TECHY PUNCH AND ADOPTS A VIBRANT AND YOUTHFUL COLOR SCHEME.
2. THE **DTN ACRONYM** SIGNATURE EMBRACES OUR SHORTENED NAME AND DUMPS THE LONG VERSION WITHOUT APOLOGY.
3. THE **TYPEFACE** IS CONTEMPORARY AND BOLD, YOUNG AND CONFIDENT, FRESH AND TRUSTWORTHY.
4. THE **PERIOD** AT THE END OF THE LOGO SIGNIFIES FINALITY, AS IN "DTN IS THE ONLY SOLUTION NEEDED TO REACH THE VISITOR AUDIENCE." PERIOD.

LOCKUPS

LOGO FILE DOWNLOAD LINK: [BIT.LY/DTN-LOGO](https://bit.ly/dtn-logo)

- EPS FILES – VECTOR + CMYK, GOOD FOR PRINT/SIGNAGE
- PNG FILES – RASTER + RGB, GOOD FOR WEB/SCREEN



PRIMARY LOCKUP

For general applications including marketing literature, cases studies, white papers, training documentation, the website, social media channels, and company stationery (business cards).



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SIGNATURE LOCKUP

For formal communications such as annual reports, invoices, partner logo sheets/slides, or other communications to audiences who may not yet know DTN.



SMALL FORMAT LOCKUP

For use in small formats including publisher site footers, email signatures, and other situations where space is a concern – likely around 100px or one inch wide and smaller.

LOCKUPS



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DARK BACKGROUND

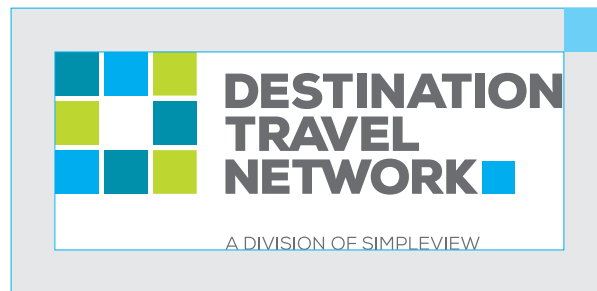


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CLEAR SPACE

Providing ample clear space around the logo will avoid situations where the logo elements are confused with neighboring design elements. As a rule, be sure that other elements are placed at least the equivalent width/height of one "pixel" away from the logo.



BRAND TYPE

AaBbCc123

Nexa Light

QUISQUE DAPIBUS NULLA SEMPER
VIVERRA FEUGIAT.

In odio nisi, rutrum et erat ac, auctor posuere.
Donec in mauris vel tellus elementum porta
at vel nunc. Sed eget leo varius, ornare.

AaBbCc123

Nexa Regular

QUISQUE DAPIBUS NULLA SEMPER
VIVERRA FEUGIAT.

In odio nisi, rutrum et erat ac, auctor posuere.
Donec in mauris vel tellus elementum porta
at vel nunc. Sed eget leo varius, ornare.

AaBbCc123

Nexa Bold

QUISQUE DAPIBUS NULLA SEMPER
VIVERRA FEUGIAT.

In odio nisi, rutrum et erat ac, auctor posuere.
Donec in mauris vel tellus elementum porta
at vel nunc. Sed eget leo varius, ornare.

AaBbCc123

Nexa Heavy

QUISQUE DAPIBUS NULLA SEMPER
VIVERRA FEUGIAT.

In odio nisi, rutrum et erat ac, auctor posuere.
Donec in mauris vel tellus elementum porta
at vel nunc. Sed eget leo varius, ornare.

BRAND TYPE

AaBbCc123

Nexa Light Italic

QUISQUE DAPIBUS NULLA SEMPER
VIVERRA FEUGIAT.

*In odio nisi, rutrum et erat ac, auctor posuere.
Donec in mauris vel tellus elementum porta
at vel nunc. Sed eget leo varius, ornare.*

AaBbCc123

Nexa Regular Italic

QUISQUE DAPIBUS NULLA SEMPER
VIVERRA FEUGIAT.

*In odio nisi, rutrum et erat ac, auctor posuere.
Donec in mauris vel tellus elementum porta
at vel nunc. Sed eget leo varius, ornare.*

AaBbCc123

Nexa Bold Italic

QUISQUE DAPIBUS NULLA SEMPER
VIVERRA FEUGIAT.

*In odio nisi, rutrum et erat ac, auctor posuere.
Donec in mauris vel tellus elementum porta
at vel nunc. Sed eget leo varius, ornare.*

AaBbCc123

Nexa Heavy Italic

QUISQUE DAPIBUS NULLA SEMPER
VIVERRA FEUGIAT.

*In odio nisi, rutrum et erat ac, auctor posuere.
Donec in mauris vel tellus elementum porta
at vel nunc. Sed eget leo varius, ornare.*

WEB FONTS

In situations where we're unable to apply the brand font to our communications, use these sans-serif web fonts as an alternative. Team members should avoid embellishing their communications with fonts and colors outside of the company's brand guidelines.

AaBbCc123

Roboto Regular (*Google font*)

QUISQUE DAPIBUS NULLA SEMPER
VIVERRA FEUGIAT.

In odio nisi, rutrum et erat ac, auctor posuere.
Donec in mauris vel tellus elementum porta
at vel nunc. Sed eget leo varius, ornare.

AaBbCc123

Roboto Bold (*Google font*)

QUISQUE DAPIBUS NULLA SEMPER
VIVERRA FEUGIAT.

In odio nisi, rutrum et erat ac, auctor posuere.
Donec in mauris vel tellus elementum porta
at vel nunc. Sed eget leo varius, ornare.

AaBbCc123

Arial Regular (*House font*)

QUISQUE DAPIBUS NULLA SEMPER
VIVERRA FEUGIAT.

In odio nisi, rutrum et erat ac, auctor posuere.
Donec in mauris vel tellus elementum porta
at vel nunc. Sed eget leo varius, ornare.

LOCKUPS

GRAB THE ADOBE .ASE COLOR SWATCH FILE: [BIT.LY/DTN-LOGO](https://bit.ly/dtn-logo)



CMYK **100-0-0-0**
RGB **0-174-239**
HEX **#00AEEF**



CMYK **100-0-20-20**
RGB **0-145-72**
HEX **#0091AC**



CMYK **30-0-100-0**
RGB **191-215-48**
HEX **#BFD730**



CMYK **0-40-100-0**
RGB **250-166-26**
HEX **#FAA61A**



CMYK **0-0-0-20**
RGB **215-215-215**
HEX **#333333**



CMYK **0-0-0-70**
RGB **110-110-110**
HEX **#6E6E6E**

BRAND IMAGERY



VISITOR-FOCUSED,



NOT BUSINESS-FOCUSED.



AUTHENTIC,



NOT STAGED.



RELATABLE,



BUT NOT CLICHÉ.

BRAND IMAGERY



EXPERIENCES,



NOT PRODUCTS.



ACTIVE,



NOT STATIC.



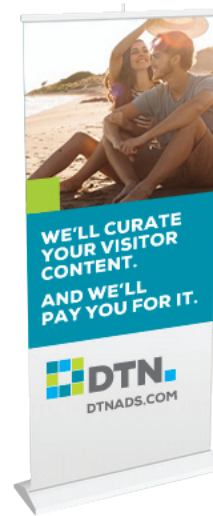
CAPTIVATING,



NOT SNAPSHOTTY.

THE PIXEL GRAPHIC

The colored "pixel" can be used to tie various design elements together in a way that supports the overall brand aesthetic.



SIMPLEVIEW GRAPHICS

The Simpleview brand, product, and process graphics should be incorporated into DTN communications when appropriate – especially in situations when we're highlighting collaboration between DTN and the Simpleview team or shared features or integration between DTN and Simpleview products.



BRAND VOICE

DTN's brand voice is the purposeful expression of the company's personality with word choice and style that engages the audience and sets the tone for interactions with DTN team members. DTN team members are encouraged to use the brand voice guidelines in their communications with DMOs and advertisers to help strengthen brand sentiment in the market.

**WE'RE ACTIVE,
NOT PASSIVE.**

Active voice is engaging and gives us ownership. Instead of "this will run across the site," say "we will run this across the site."

**WE'RE CASUAL,
NOT STUFFY.**

Our advertisers are down to Earth. Replace formalities and niceties with a casual and conversational tone.

**WE'RE PERSONABLE,
NOT COPY-AND-PASTE.**

Boring, templated emails are a turn-off. Personalize your email templates and add a flair of humanity to prove you're not a robot.

**WE HAVE VALUE,
NOT COST-EFFICIENCY.**

Words like "affordable" and "cost-efficient" are apologetic and dilute the perception of value in our product. Talk about value, not discounts.

**WE'RE UNIQUE,
NOT GOOGLE.**

We have a unique set of advertising tools that reach the visitor market better than anything Google has. And that's worth something.

**WE REACH VISITORS,
WE DON'T SELL CLICKS.**

We're not selling impressions and clicks. We're reaching visitors who are ready to spend. That's our value promise.

**WE'RE "DTN."
EMBRACE THE ACRONYM.**

Let's face it; "Destination Travel Network" is lengthy, cumbersome, and immemorable. Cut to the chase: we're DTN.



**DESTINATION
TRAVEL
NETWORK**

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