



ipw[®]

POWERED BY U.S. TRAVEL ASSOCIATION

SAN ANTONIO

MAY 20-24, 2023

2023

BRAND *Guidelines*



Bringing the World to America®

U.S. Travel Association's **IPW is the leading international inbound travel trade show, with past shows driving \$5.5 billion in future travel to the United States.** It is a national showcase of America that has attracted 6,000+ delegates annually. In three days of pre-scheduled business appointments, travel exhibitors from every region of the U.S. connect with travel buyers and media from 70+ countries to promote their product, negotiate future business and build relationships. IPW secures America's position as a foremost global travel destination by increasing international visitation and showing the world the best of what the U.S. has to offer.



Logotype

The IPW logo is the cornerstone of the IPW trade show. The logo instantly identifies IPW on all products and communications. The primary color logotype uses “IPW” in a sans serif font in orange. “Powered by U.S. Travel Association” is set below the main logo in a subtle grey. **THE IPW LOGO CANNOT BE SEPARATED FROM THIS TEXT.**

The IPW logo should always appear in the correct form and colors as specified in these guidelines. It should be displayed clearly and in a prominent location, independent of other elements.



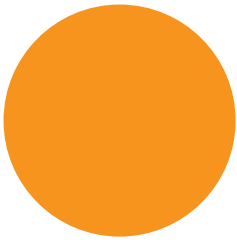
Color Guidelines

Color is a powerful visual tool. The identity of IPW will be greatly enhanced by consistent use of the approved color palette.

The following colors have been chosen for use as a general color palette in all IPW materials. The number below is the CMYK (or process color) equivalent, along with RGB and HTML numbers.

Please note that colors may not appear accurately on screen.

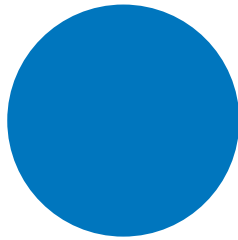
PRIMARY COLORS



C: 0 M: 52 Y: 100 K: 0

R: 247 G: 148 B: 30

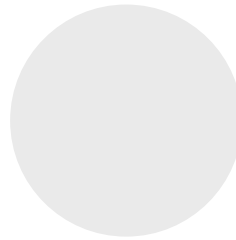
HTML: F7941E



C: 90 M: 48 Y: 0 K: 0

R: 0 G: 118 B: 190

HTML: 0076BE

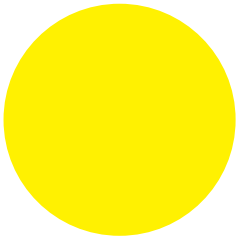


C: 7 M: 5 Y: 6 K: 0

R: 233 G: 233 B: 233

HTML: E9E9E9

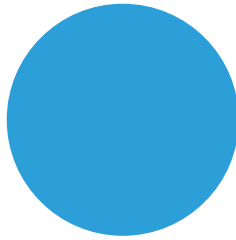
SECONDARY COLORS *(To be used for highlight purposes.)*



C: 0 M: 0 Y: 100 K: 0

R: 250 G: 255 B: 0

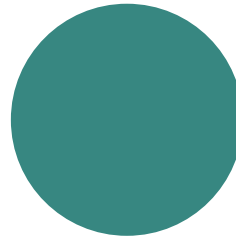
HTML: FAE100



C: 71 M: 22 Y: 0 K: 0

R: 14 G: 164 B: 238

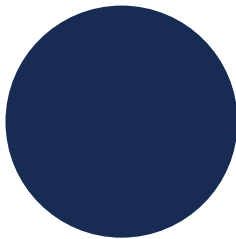
HTML: 0EA4EE



C: 77 M: 30 Y: 50 K: 7

R: 58 G: 135 B: 129

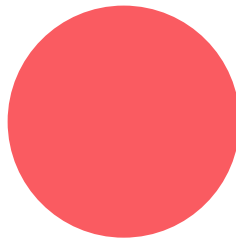
HTML: 3A8781



C: 100 M: 88 Y: 38 K: 34

R: 10 G: 43 B: 85

HTML: 0A2B55



C: 0 M: 80 Y: 54 K: 0

R: 250 G: 91 B: 97

HTML: F05A61

Printer Target Colors

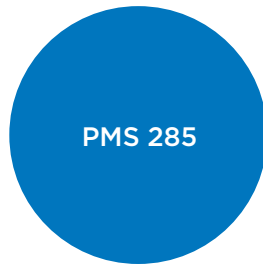
Consistent printing of the IPW logotype and corresponding materials is important to the IPW brand. PMS colors are specified below for target color matching for printers working with the IPW brand.

PMS colors are NOT the preferred method for representing the logo, only to consistently match colors.

PRIMARY COLORS



PRINT MATCH ONLY



PRINT MATCH ONLY



PRINT MATCH ONLY

Logotype Formats

IPW logotype can be used in any of these combinations.

No other colors or color combinations should be used.

FIGURE 1: 4-color process logo without destination/year



FIGURE 1



FIGURE 2



FIGURE 3

Isolation Zone

IPW logotype should be surrounded by ample space and kept clear of other elements.

The “isolation zone” around the logo is determined as indicated in the figure below.

Any other elements used should appear far enough away, outside of the isolation zone, so that they appear independent. Any other element that appears within this isolation zone is not acceptable.

Globe determines
isolation zone



Example of proper isolation zone.



Minimum Logotype Size

IPW logo should always be presented at a size that is easily readable. It is recommended that the size of the logo not fall below the dimensions shown below.



It is recommended that the size of the IPW logo not fall below 1.25" wide (height is kept proportional) to accommodate the tagline.

Prohibited Alterations

IPW logotype should always be displayed in correct, consistent form whenever used. This is vital to the brand identity and its recognition in the marketplace.

Alterations to the logotype are strictly prohibited. Always use the logotype files provided by U.S. Travel Association to ensure that the IPW brand is displayed in correct form. The logo should always have the registered trademark attached.

Special Case Alternatives

KNOCKOUT IPW LOGO

The IPW logo should never be recreated or otherwise manipulated. This is essential to maintaining a consistent presentation of the IPW identity. **For maximum impact and clarity, the IPW logo should be presented in full color on a white background** (refer to note on page 7).

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



IMPORTANT NOTE:
The globe **should be fully knocked out.**

Typeface Guidelines

IPW's logotype has been paired with the Gotham font family which cohesively carries the personality of the international trade show's brand identity. The multiple weights of the Gotham typeface allows for flexibility and can be used consistently on all brand materials.

For use in headers, subheads, accents, call-to-actions:

Gotham (All weights: Light, Book, **Medium**, **Bold**, **Black**)

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Gotham XNarrow (All weights: Light, Book, **Medium**, **Bold**)

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

For use in body copy:

Gotham (Recommended weights: Light, Book, **Medium**)

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

For limited use in highlighting ancillary copy. To be strategically paired with Gotham:

Beyond Infinity

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890