

Brand USA Co-branding guidelines

11 January 2012
discoveramerica.com



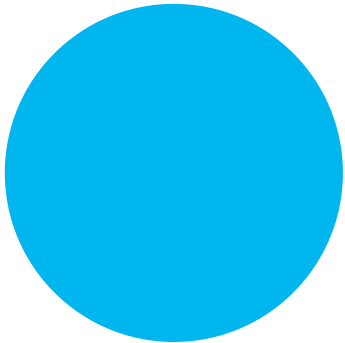
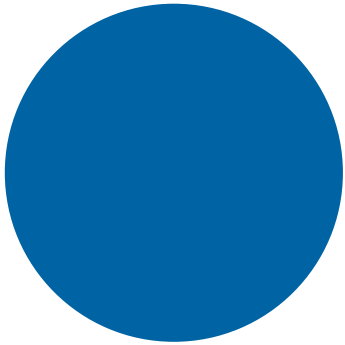
Introduction to Brand USA

Whenever creating branded materials, please consult these guidelines as a reference for parameters and consistent usage of the Brand USA logo and identity system.

If you have any additional questions, please contact the Brand USA marketing team. The contact information can be found at the end of the document.

Introducing Brand USA, the first ever nationally coordinated consumer brand created to drive economic activity in America via increased tourism. This brand is part of a marketing program designed to increase visitors and create economic growth by inviting the world to see America in a new light. The goal of this document is to help communicate the ideas and sensibilities behind Brand USA. These guidelines show the ideal ways to leverage the visual identity across multiple touchpoints to support a consistent point of view throughout all marketing efforts.

Positioning

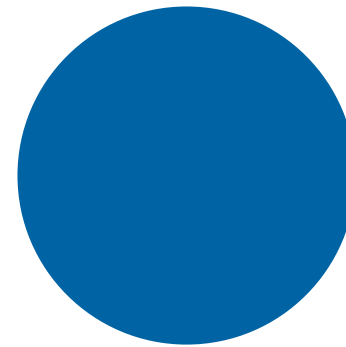
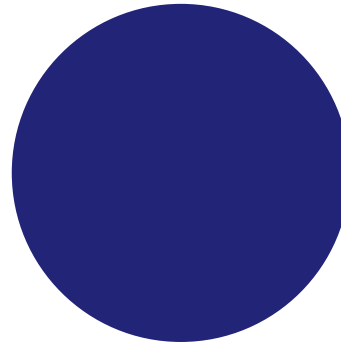
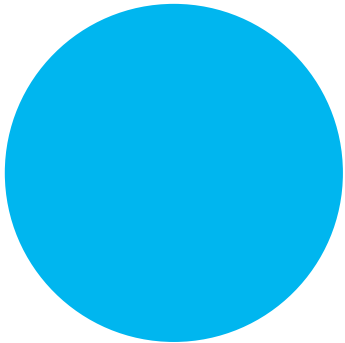
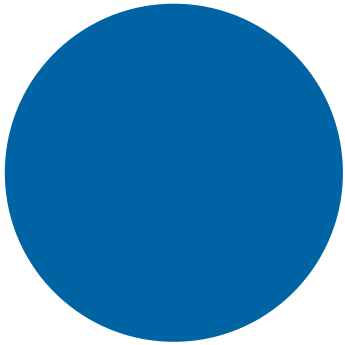


Brand USA is about an idea as much as it is about a place; a state of mind where because anything is possible, so everything is possible.

Brand USA is not a tourism brand focused on only seeing and doing. It is a global consumer brand that helps connect people to extraordinary experiences. From the exciting contrasts of its destinations and institutions to the diversity of its people, Brand USA is about a collective culture that is only as robust as the stories and personalities that contribute to it.

We want to remind people that this country is filled with boundless possibilities while re-igniting the world's love affair with America.

The Logo

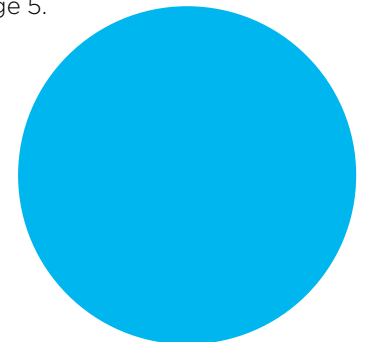


The Brand USA logo is grounded in the idea of boundless possibilities and represents the idea that there is no single element that defines the United States. Rather, it embraces the spirit of America by communicating that each citizen, visitor, experience, and interaction helps create the fabric of American culture. It highlights and reinforces the idea that unique elements interact to create something larger.

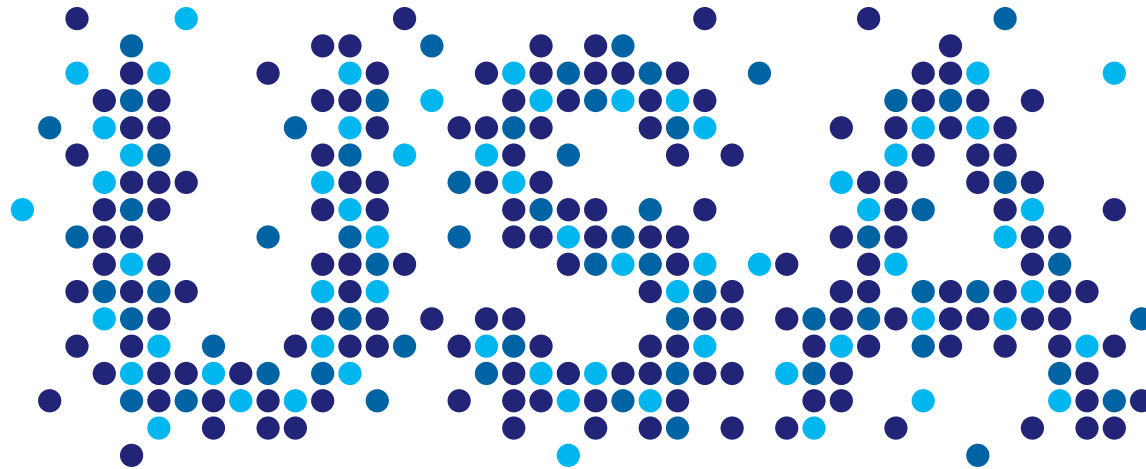
It is welcoming, unexpected, and inclusive. It is interpretive and adaptive; constantly evolving based on its surroundings. It is, simply, the visual expression of awesome possibilities.

An expandable universe of points represented by the multi-colored dots within the structure of a grid allows for the opportunity to use color and form to bring this system to life while implying the constant energy of evolution. It is both diverse and unified—different in that related colors form a cohesive palette and a varied arrangement of circles form the letters.

For most situations and all co-branding situations, the DiscoverAmerica.com URL line must be locked up to the logo, as shown on page 5.



Logo Usage



DiscoverAmerica.com

Vertical URL Lockup

This lockup may be used in layouts that favor a vertical shape. Please consider the size and legibility of the URL when this lockup is used in application.



Discover
America
.com

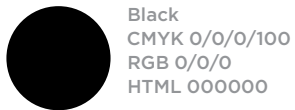
Horizontal URL Lockup

This lockup may be used in layouts that favor a horizontal shape. It may also be used when the URL needs to appear larger in relation to the USA mark. Because of this difference in proportions, this lockup can be used at a smaller scale than the vertical lockup. Please consider the size and legibility of the URL when using this lockup in application.

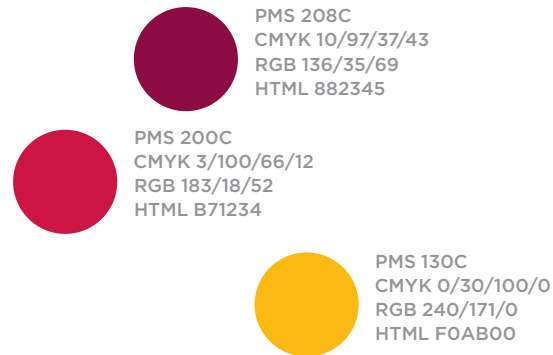
Co-branding Color Palettes

The six color palettes offered for co-branding are a subset of the full range of existing color palettes.

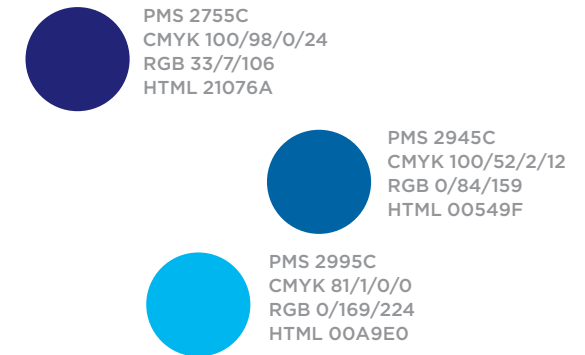
The four full color palettes (palettes 1, 2, 3, and 4, each three colors) and two one-color palettes (black and white) are available for co-branding.



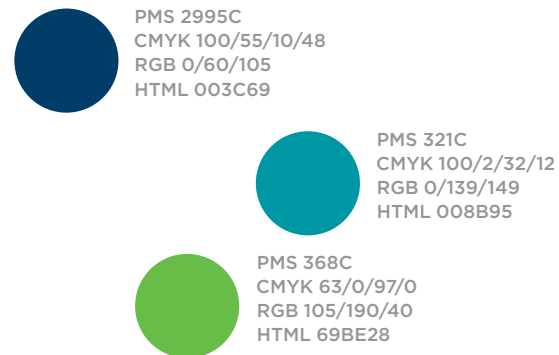
Palette 1



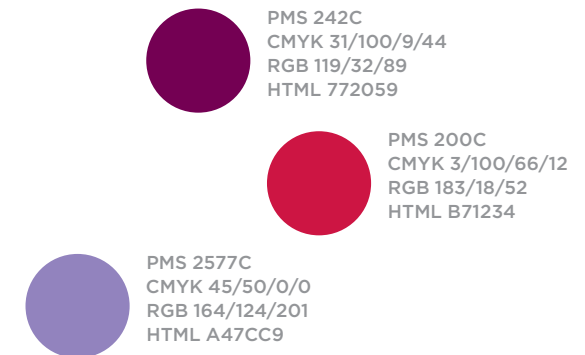
Palette 2



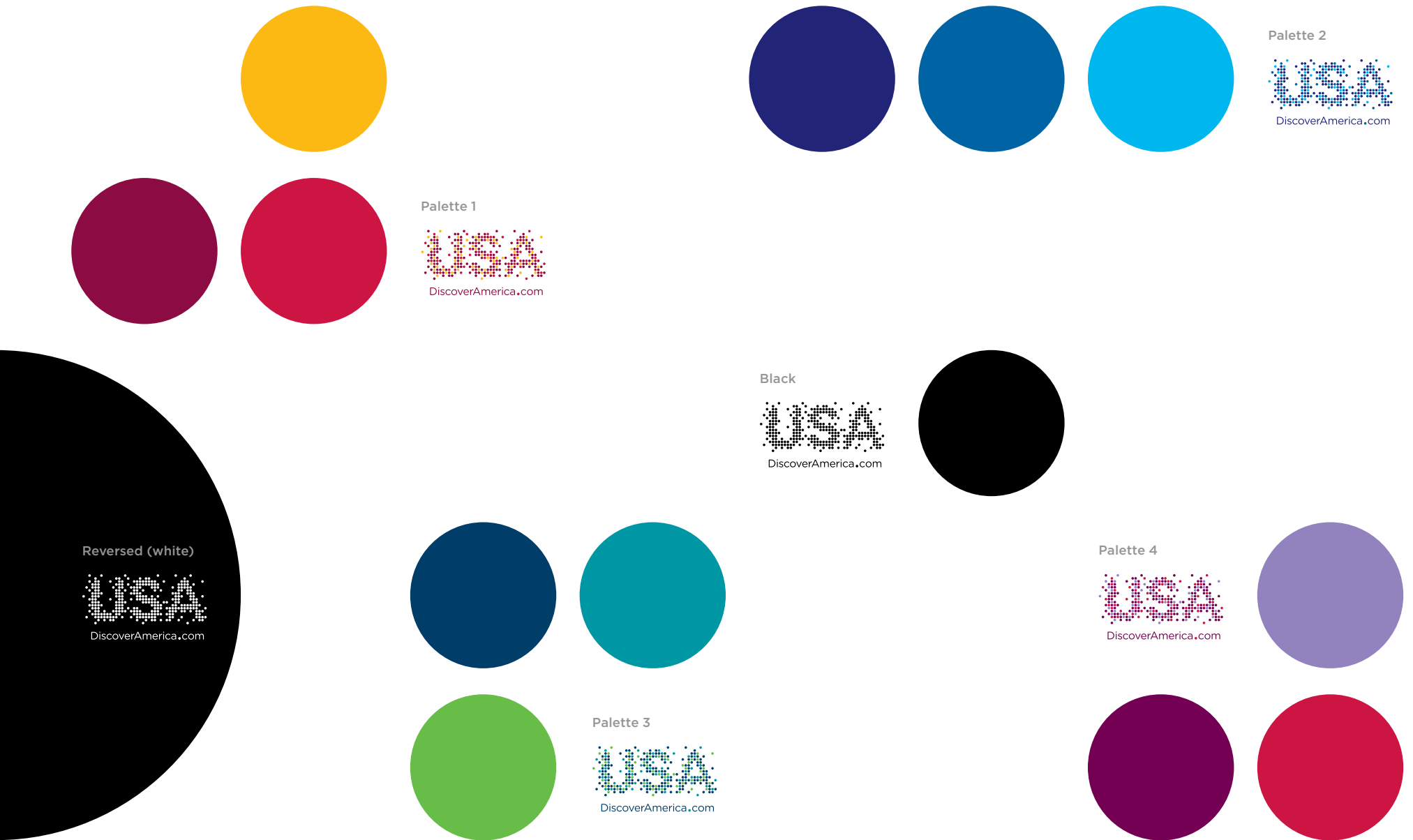
Palette 3



Palette 4



Vertical URL Lockup

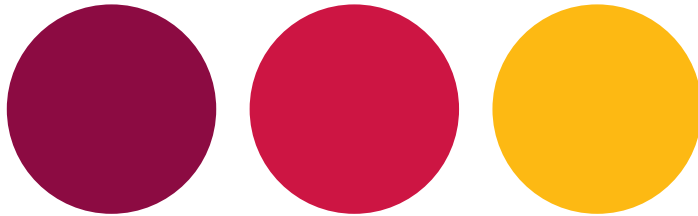


Horizontal URL Lockup

Palette 1



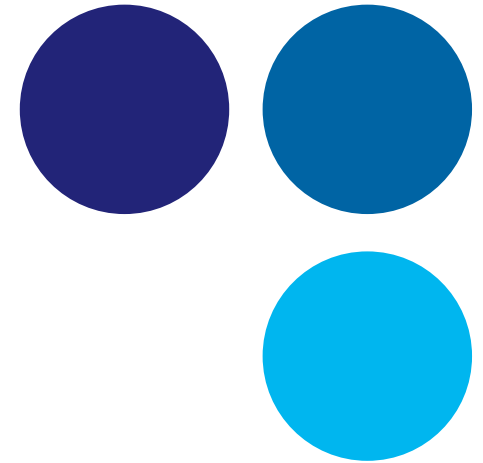
Discover
America
.com



Palette 2



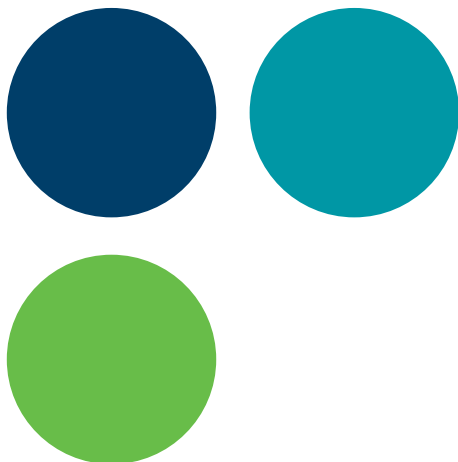
Discover
America
.com



Palette 3



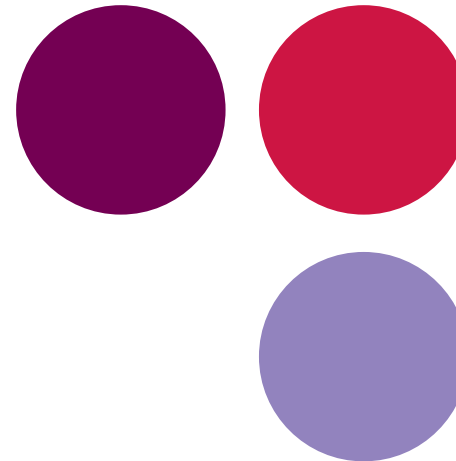
Discover
America
.com



Palette 4



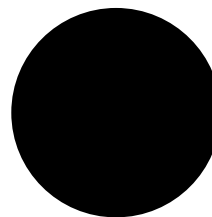
Discover
America
.com



Black



Discover
America
.com



Reversed (white)



Discover
America
.com



Clear Space and Minimum Sizes

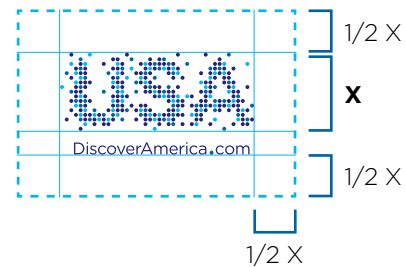
Always give the Brand USA logo appropriate space from surrounding graphic elements.

The recommended clear space is marked by the dashed lines shown to the right. This measurement is equal to one half of the height of the logo. This clear space has been built in to the margins of the individual logo artwork files.

To ensure optimal reproduction of the individual dots, the USA logo should not be used smaller than the provided minimum sizes. For layouts smaller than these minimum sizes, please use the special use logo for small sizes (see pages 10 through 13).

Note that the horizontal and vertical lockups have different minimum sizes due to the URL line.

Vertical Lockup Clear Space



Horizontal Lockup Clear Space



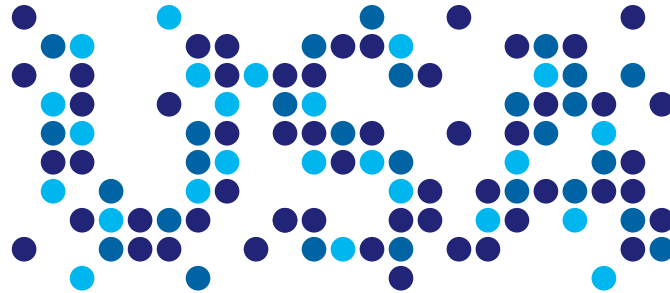
Vertical Lockup Minimum Size



Horizontal Minimum Size

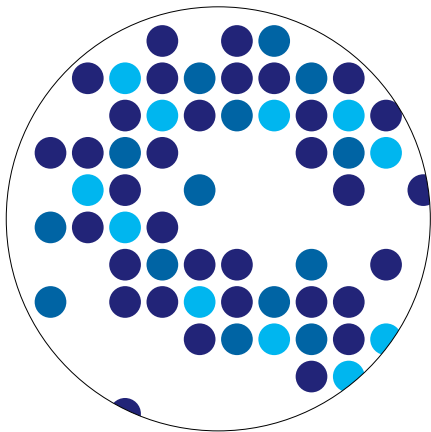


Special Use Logo for Smaller Sizes

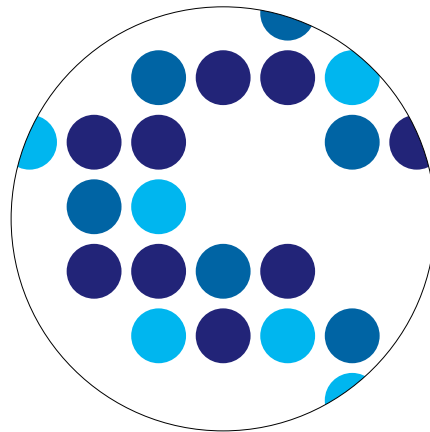


This special use logo has been built for maximum legibility at small sizes or when viewed from very far away, such as on a billboard. It contains fewer dots and is more tightly spaced than the primary logo mark but maintains its vibrant feel. These special use situations should be decided on a case-by-case basis.

The special use mark should only be used in situations where the primary mark would be compromised by scale or viewing distance.



Primary logo detail

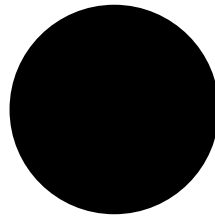
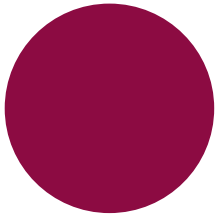
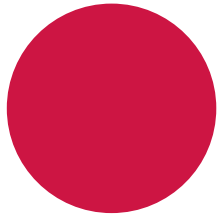


Special use logo detail

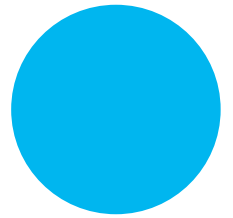
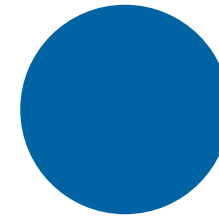
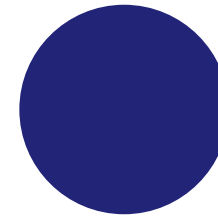
Special Use Vertical URL Lockup



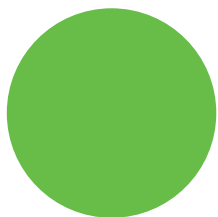
Palette 1



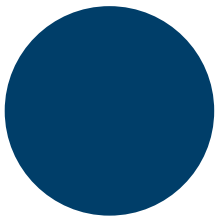
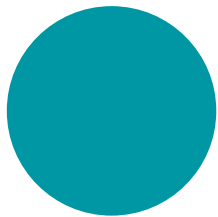
Black



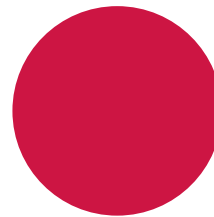
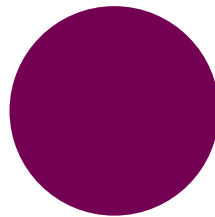
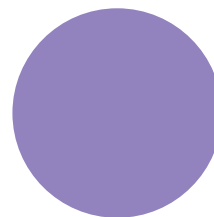
Palette 2



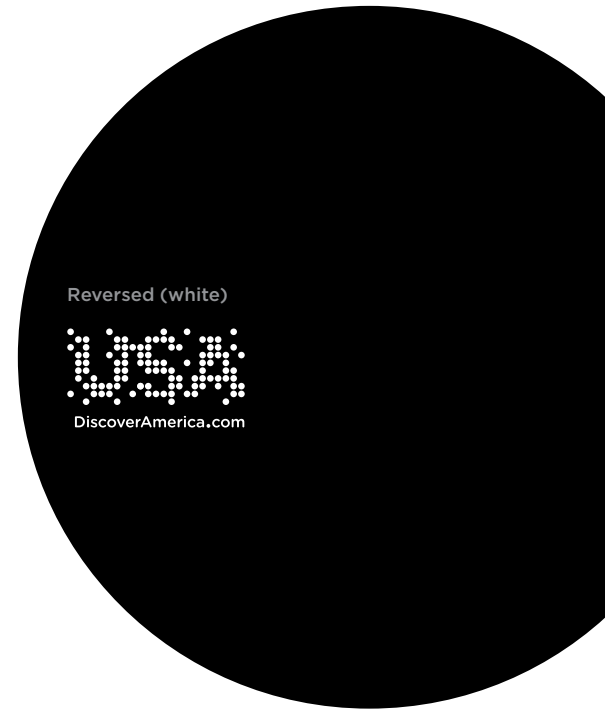
Palette 3



Palette 4

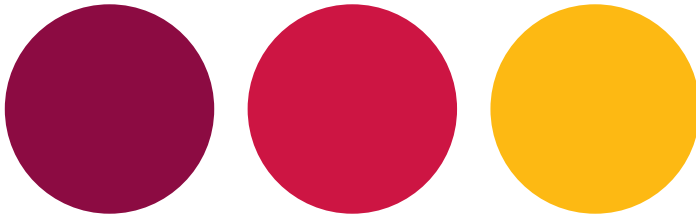


Reversed (white)

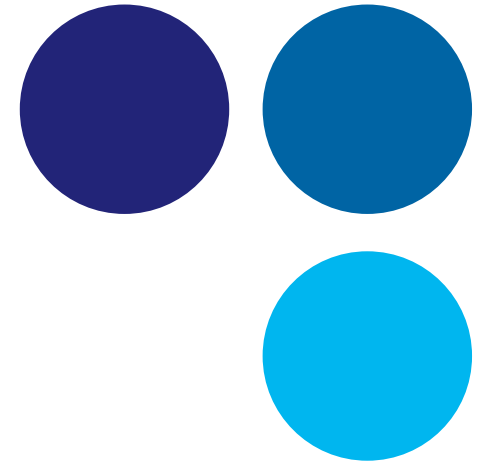


Special Use Horizontal URL Lockup

Palette 1



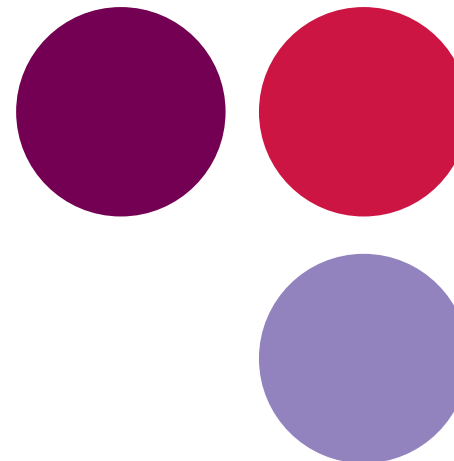
Palette 2



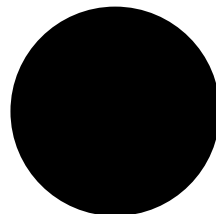
Palette 3



Palette 4



Black



Reversed (white)



Special Use Logo for Smaller Sizes

Clear Space and Minimum Sizes

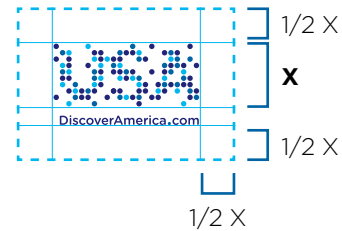
Always give the Brand USA logo appropriate space from surrounding graphic elements.

The recommended clear space is marked by the dashed lines shown to the right. This measurement is equal to one half of the height of the logo. This clear space has been built in to the margins of the individual logo artwork files.

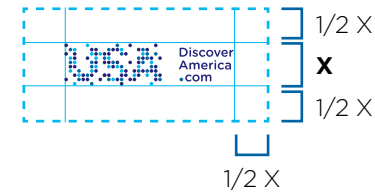
To ensure optimal reproduction of the individual dots, the USA logo should not be used smaller than the provided minimum sizes.

Note that the horizontal and vertical lockups have different minimum sizes due to the URL line.

Special Use Vertical Lockup Clear Space



Special Use Horizontal Lockup Clear Space



Special Use Vertical Lockup Minimum Size



Special Use Horizontal Lockup Minimum Size



Logo Don'ts

The Brand USA logos have been designed to give flexibility for a variety of designs and media. Always use the approved digital art. Logo artwork should never be recreated, reset, or recolored. Please refer to the asset matrix on pages 27 through 28 for all of the approved co-branding logo variations.



Do not recreate the logo.



Do not recreate the URL typography.



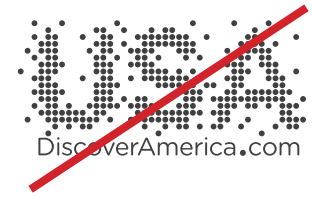
Do not recolor the logo. Use only the approved Brand USA assets.



Do not stretch or condense the logo. The dots within the mark should always be perfect circles.



Do not change the size relationships within the logo lockup.



Do not change the spacing of elements within the logo lockup.



Do not change the spacing of dots within the logo lockup.



Do not add any effects, such as drop shadows, to the logo.



Do not put the logo into a repeat pattern.

Brand USA has one typeface family for use on all branded communications. Display, primary message, and accent typography should be set in Gotham Rounded whenever possible. The rounded terminals of the letterforms link back to the dots of the Brand USA logo.

Please consider type weight and the balance of display typography in relation to other elements within an application.

Gotham Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%&

Gotham Rounded Light

Gotham Rounded Book

Gotham Rounded Medium

Gotham Rounded Bold

Gotham should be considered the default font for longer text passages. Please use Gotham for any body text treatments.

Please consider type weight and the balance of display typography in relation to other elements within an application.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&

Gotham Thin

Gotham Light

Gotham Book

Gotham Medium

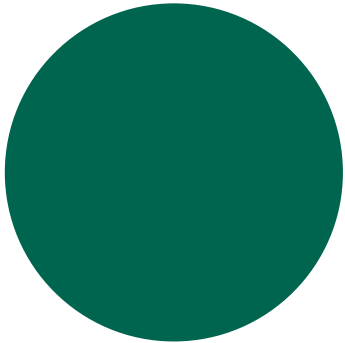
Gotham Bold

Gotham Black

Co-branding

The Brand USA mark will live alongside many different logos. Co-branding with Brand USA can add energy and vibrancy to the consumer experience, helping your brand shine bright as part of what makes America unique. The following principles are meant to serve as general guidelines. Each co-branding scenario should be individually evaluated to make the most of the Brand USA logo and its Partner marks.

Co-branding Design Principles



Color Palette

There are four different full color palettes available for co-branding. Color palettes should aim to be complementary to photography or Partner logos used. Palettes should be selected for legibility and impact. Multiple color palettes should never appear in one space.

In addition to the full color marks, there are two single color logos: a black and a reversed (white) logo. These logos are recommended for use on photographic or colored backgrounds. They may be used when Partner logos appear in single color. The single color versions are not recommended for use with multicolored co-branded logos.

Clear Space

When the Brand USA logo is presented with another mark, please follow the minimum clear space guidelines outlined on pages 9 and 13 of this document.

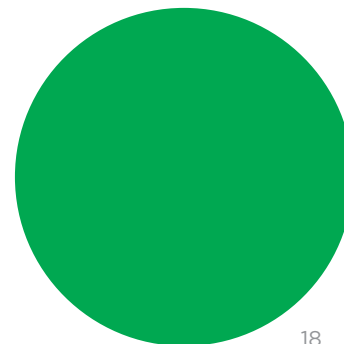
If possible, allow for additional clear space between co-branded logos so that each appears as an impactful and individual element within the application.

Optical Size

Because every logo is different, co-branded logos should be sized based on their weight (density) as well as by their size (measurement). Optically, the Brand USA logo should have as much presence as Partner logos.

Central Axis Alignment

When co-branded logos are optically sized, they may not share precise points of alignment (such as a common baseline). Co-branded logos should always align to a central axis. This axis may be horizontal or vertical, based on the arrangements.



2.2

Side-by-side with a tall logo

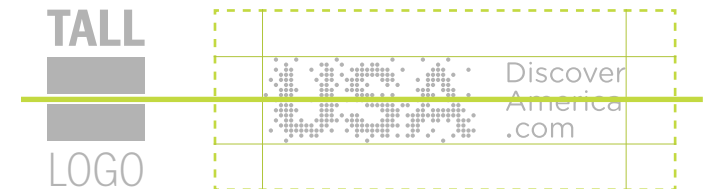
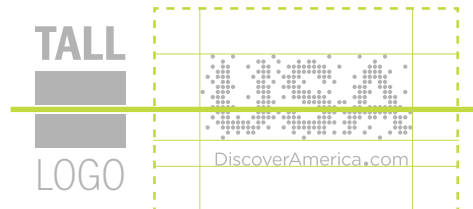
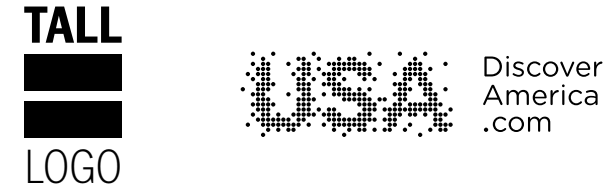
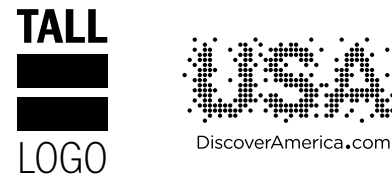
The tall logo in this example demonstrates co-branding with a logo that is vertical in weight or orientation.

When the Brand USA logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Brand USA logo and Partner logos should correspond in density.

Logos should always align along a central axis (in this example, the alignment follows a horizontal axis).

Note that certain co-branded layouts may benefit from additional clear space.



2.3

Stacked with a tall logo

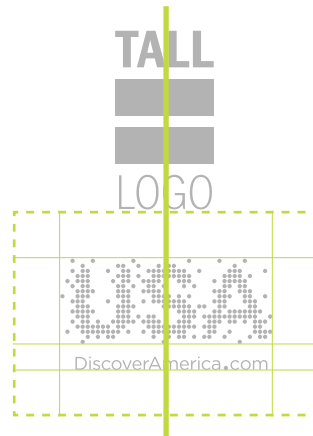
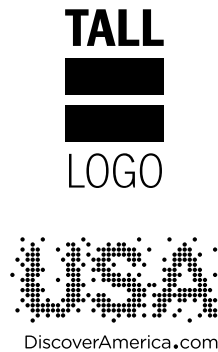
The tall logo in this example demonstrates co-branding with a logo that is vertical in weight or orientation.

When the Brand USA logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Brand USA logo and Partner logos should correspond in density. This may be done through scale and placement.

Logos should always align along a central axis (in this example, the alignment follows a vertical axis).

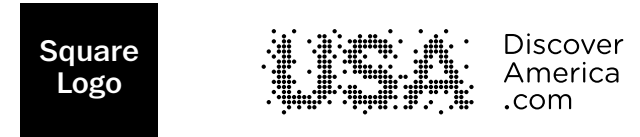
Note that certain co-branded layouts may benefit from additional clear space.



2.4

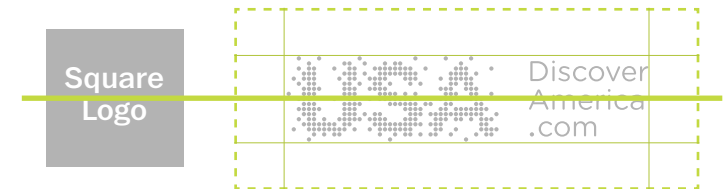
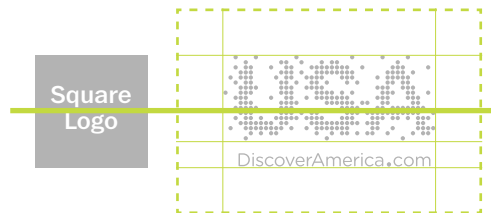
Side-by-side with a square logo

The square logo in this example demonstrates co-branding with a logo that is approximately 1 x 1 in proportion. The Partner logo does not need to be a perfect square for these recommendations to apply.



When the Brand USA logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Brand USA logo and Partner logos should correspond in density. This may be done through scale and placement.



Logos should always align along a central axis (in this example, the alignment follows a horizontal axis).

Note that certain co-branded layouts may benefit from additional clear space.

2.5

Stacked with a square logo

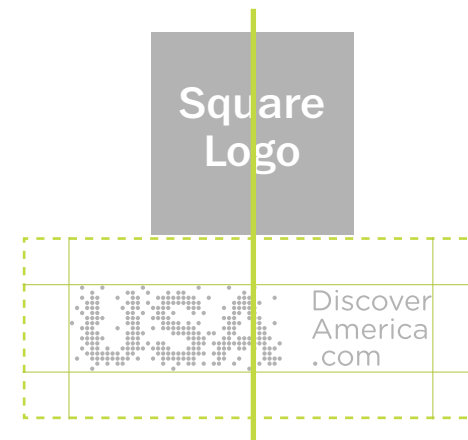
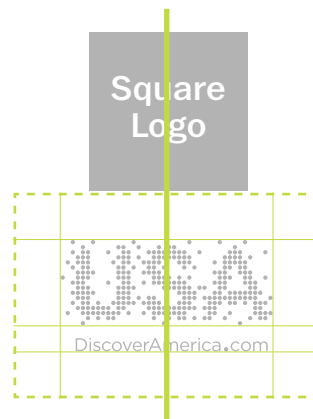
The square logo in this example demonstrates co-branding with a logo that is approximately 1 x 1 in proportion. The Partner logo does not need to be a perfect square for these recommendations to apply.

When the Brand USA logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Brand USA logo and Partner logos should correspond in density. This may be done through scale and placement.

Logos should always align along a central axis (in this example, the alignment follows a vertical axis).

Note that certain co-branded layouts may benefit from additional clear space.



2.6

Side-by-side with a wide logo

The wide logo in this example demonstrates co-branding with a logo that is horizontal in weight or orientation.



When the Brand USA logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Brand USA logo and Partner logos should correspond in density. This may be done through scale and placement.



Logos should always align along a central axis (in this example, the alignment follows a horizontal axis).

Note that certain co-branded layouts may benefit from additional clear space.

2.7

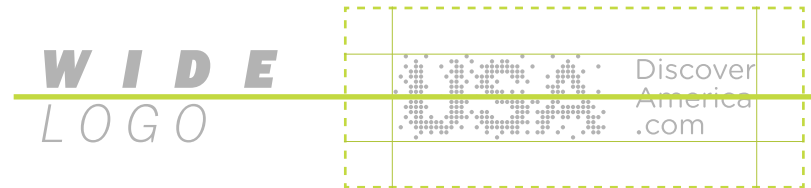
Side-by-side with a wide logo

The wide logo in this example demonstrates co-branding with a logo that is horizontal in weight or orientation.



When the Brand USA logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Brand USA logo and Partner logos should correspond in density. This may be done through scale and placement.



Logos should always align along a central axis (in this example, the alignment follows a horizontal axis).

Note that certain co-branded layouts may benefit from additional clear space.

Stacked with a wide logo

The wide logo in this example demonstrates co-branding with a logo that is horizontal in weight or orientation.

When the Brand USA logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Brand USA logo and Partner logos should correspond in density. This may be done through scale and placement.

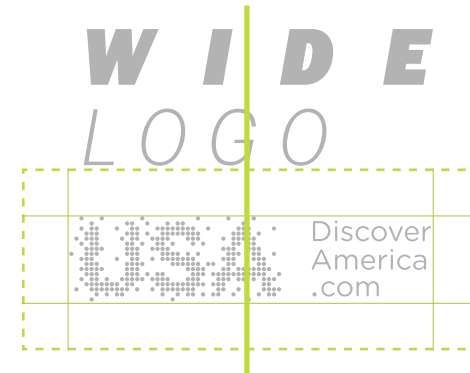
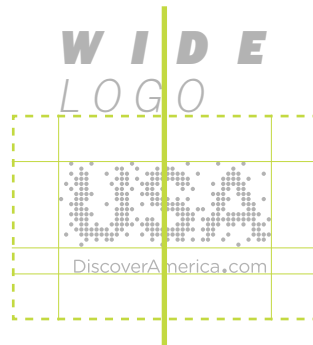
Logos should always align along a central axis (in this example, the alignment follows a vertical axis).

Note that certain co-branded layouts may benefit from additional clear space.

W I D E
LOGO



W I D E
LOGO



3.0

Appendix

3.1

Logo Matrix

Palette 1

- USA_xx_p1_3C.eps
- USA_xx_p1_4C.eps
- USA_xx_p1_rgb_300_xx.jpg
USA_xx_p1_rgb_72_xx.jpeg
USA_xx_p1_rgb_300_xx.png
USA_xx_p1_rgb_72_xx.png

USA_vert_url_px_xx.xx



USA_horz_url_px_xx.xx



USA_su_vert_url_px_xx.xx



USA_su_horz_url_px_xx.xx



Palette 2

- USA_xx_p2_3C.eps
- USA_xx_p2_4C.eps
- USA_xx_p2_rgb_300_xx.jpg
USA_xx_p2_rgb_72_xx.jpeg
USA_xx_p2_rgb_300_xx.png
USA_xx_p2_rgb_72_xx.png

USA_vert_url_px_xx.xx



USA_horz_url_px_xx.xx



USA_su_vert_url_px_xx.xx



USA_su_horz_url_px_xx.xx



Palette 3

- USA_xx_p3_3C.eps
- USA_xx_p3_4C.eps
- USA_xx_p3_rgb_300_xx.jpg
USA_xx_p3_rgb_72_xx.jpeg
USA_xx_p3_rgb_300_xx.png
USA_xx_p3_rgb_72_xx.png

USA_vert_url_px_xx.xx



USA_horz_url_px_xx.xx



USA_su_vert_url_px_xx.xx



USA_su_horz_url_px_xx.xx



Palette 4

- USA_xx_p4_3C.eps
- USA_xx_p4_4C.eps
- USA_xx_p4_rgb_300_xx.jpg
USA_xx_p4_rgb_72_xx.jpeg
USA_xx_p4_rgb_300_xx.png
USA_xx_p4_rgb_72_xx.png

USA_vert_url_px_xx.xx



USA_horz_url_px_xx.xx



USA_su_vert_url_px_xx.xx



USA_su_horz_url_px_xx.xx



3.2

Logo Matrix



Black



USA_xx_k_4C.eps



USA_xx_k_rgb_300_xx.jpg

USA_xx_k_rgb_72_xx.jpeg

USA_xx_k_rgb_300_xx.png

USA_xx_k_rgb_72_xx.png

USA_vert_url_px_xx.xx



DiscoverAmerica.com

USA_horz_url_px_xx.xx



Discover
America
.com

USA_su_vert_url_px_xx.xx



DiscoverAmerica.com

USA_su_horz_url_px_xx.xx



Discover
America
.com



Reversed (white)



USA_xx_ko_4C.eps



USA_xx_ko_rgb_300_xx.jpg

USA_xx_ko_rgb_72_xx.jpeg

USA_xx_ko_rgb_300_xx.png

USA_xx_ko_rgb_72_xx.png

USA_vert_url_px_xx.xx



DiscoverAmerica.com

USA_horz_url_px_xx.xx



Discover
America
.com

USA_su_vert_url_px_xx.xx



DiscoverAmerica.com

USA_su_horz_url_px_xx.xx



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