

**Safe
travels**

by

WORLD
TRAVEL &
TOURISM
COUNCIL



SAFE TRAVELS STAMP GUIDELINES

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JUNE 2020

SAFE TRAVELS STAMP

The specially designed stamp will allow travellers to recognise governments and businesses around the world which have adopted health and hygiene global standardised protocols – so consumers can experience ‘Safe Travels’.



The blank box is for a business/destination to add their logo as showcased below.



If you would like to have the business/destination logo as well as a partner/subsidiary logo, please utilise the template with two empty boxes. Example shown below:



If you have a destination stamp/your own protocols stamp and would like to utilise both stamps, here is an idea on how they could look together:



STAMP USE

The Safe Travels stamp can be used online via website, emails & social media and offline via documents & printed onto vinyl for windows. Other locations if respectable are allowed, if you are unsure please contact us via enquiries@wttc.org.

STAMP ASSETS

If you would like promote the stamp across your social media platforms, we have a range of example assets that you can use in the Google Drive with the templates.



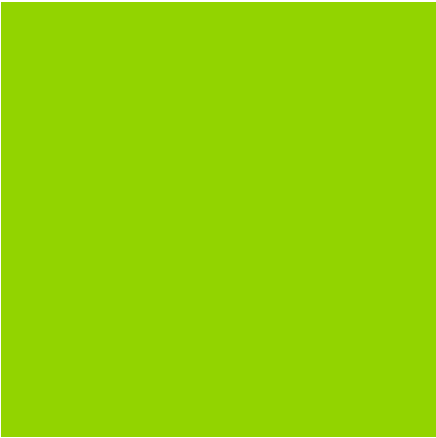
STAMP COLOURS

TEXT COLOUR



CMYK - C100% M90% Y13% K68%
RGB - R 0 G 5 B 62
HEX - #00053e
Pantone - 282 C

BACKGROUND COLOUR



CMYK - C50% M0% Y100% K0%
RGB - R 141 G 198 B 63
HEX - #8dc63f
Pantone - 375 C

STAMP CLEAR SPACE & MINIMUM SIZE

The general preferred **minimum** stamp size for is 127 mm or 300 pixels for web.



Minimum size



STAMP INCORRECT USAGE

Incorrect usage of the stamp results in the dilution of its overall impact and communication. Individual discretionary usage of the stamp is not permitted. The following are a series of application methods of the stamp that are not permitted in all instances.



Don't resize stamp components



Don't stretch or distort the stamp



Don't change the shape of the container



Don't apply borders or effects to the stamp



Don't change the colour of the stamp



Don't position the container against an edge



Don't use derivatives or adaptations of the stamp



STRATEGIC PARTNERS



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