

Safe travels

by

WORLD
TRAVEL &
TOURISM
COUNCIL



SAFE TRAVELS STAMP GUIDELINES

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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 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:



IN ALIGNMENT WITH THE GLOBALLY RECOGNISED:

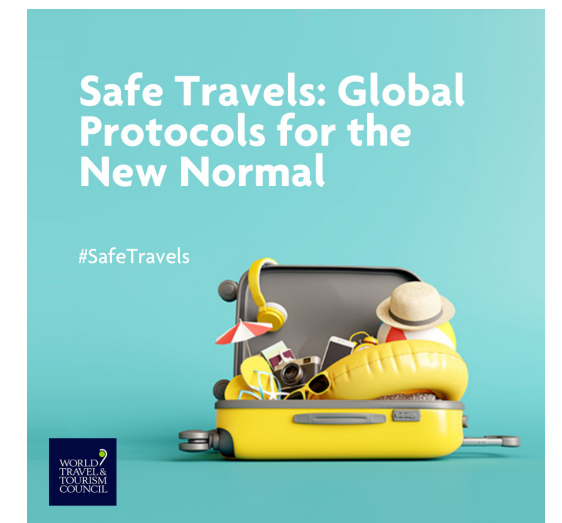


STAMP USE

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. These can be found: https://drive.google.com/drive/folders/louO_pnN9mpyvFbaF7PVDAMZexNIGr4vm?usp=sharing



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



127mm / 300px

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

The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism.

WTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading private sector Travel & Tourism businesses.

Together with Oxford Economics, WTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 330 million jobs and generating 10.3% of global GDP in 2019. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 185 economies around the world. In addition to individual country fact sheets, and fuller country reports, WTTC produces a world report highlighting global trends and 25 further reports that focus on regions, sub-regions and economic and geographic groups.

www.wttc.org



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