

BRAND STANDARDS GUIDE



This document is designed to provide a guide for presentation and use of the CTO logo. The details outlined are generally applicable to stationery, presentations, signage, marketing collateral, online (websites, social media), etc. The document is intended to provide consistency across the various platforms that the CTO identity is represented, either by the organization, its members, or its associates. To request electronic copies of the logo, or for clarification of these guidelines, please email us at membership@caribtourism.com.

Brand Elements

The elements of the CTO logo include the following:



The brand elements should always appear together, and in the correct proportion, as on the left. The elements should not be separated.

The official colours for each element of the brand are represented in the table below in CMYK, RGB and Pantone pallets.

Element	Logo Colors	CMYK %				RGB			PANTONE Coated
Background	Transparent	-	-	-	-	-	-	-	-
Sky		C-0%	M-30%	Y-85%	K-6%	R-223	G-158	B-36	157 CVC
Sun		C-0%	M-65%	Y-85%	K-0%	R-227	G-98	B-39	158 CVC
Tree		C-100%	M-0%	Y-70%	K-30%	R-0	G-112	B-77	335 CVC
Earth		C-45%	M-65%	Y100%	K-0%	R-134	G-88	B-38	464 CVC
Sand		C-0%	M-8%	Y-26%	K-0%	R-252	G-228	B-178	155 CVC
Water-1		C-60%	M-0%	Y-30%	K-0%	R-92	G-186	B-177	563 CVC
Water-2		C-95%	M-0%	Y-45%	K-0%	R-0	G-159	B-148	3272 CVC
Water-3		C-100%	M-0%	Y-50%	K-15%	R-0	G-133	B-119	3282 CVC

Logo Display

Logo Dimensions / Size

In print, the smallest reproduction of the logo should be **3/4" in diameter**, while **180 x 180** is the smallest allowable online (website, social media, etc.) reproduction.

No restriction on the largest reproduction, providing that the integrity of all elements of the logo is maintained.

Clearance

No elements, including words, images, or symbols should intrude into the space occupied by the logo. For example no words should be printed across the logo; no images should obstruct parts of the logo.

A minimum clear space of 25% the logo's height should be maintained (in all directions).

The logo should appear in full colour; however a grayscale version of the logo is permitted in instances where full-colour print is not being used. All brand elements must be maintained in the grayscale format, as demonstrated here.



The full colour version should appear on a solid white background, preferably. However, when used on a coloured background, the colour must not compromise the visibility of any of the core elements of the logo, as detailed in the chart in the Brand elements section of this document.



To maintain the integrity of the logo, it should only be placed on a solid background; the logo should not be placed over a patterned background.



Where appropriate, such as in instances where the background colour will compromise visibility, the logo can be presented in outline form. Please note that the outline should be in Black or White (preferably on a dark background) only.



The logo should be used in a vertical orientation only; it should not be placed horizontally, or at an angle.



Use of CTO Logo with Other Logos

Placement of CTO logo

In instances where the CTO logo is used with other logos, such as destination logos, sponsors' logos, etc. in creative that the CTO is responsible for producing, the CTO logo should be placed first, in all layouts. The size of all logos should be proportionate. The other logo(s) should not be bigger than the CTO logo.

The full colour version of the CTO logo should be used, the grayscale version should only be used if all other logos are also in grayscale.

Use of CTO logo with Caribbean Logo

The CTO logo and the Caribbean logo are not to be used interchangeably. The CTO logo is to be used where the Caribbean Tourism Organization is the subject or being referred to.

Both logos can be used separately.

When used together, the CTO logo should be on top in a vertical layout and to the left in the horizontal layout, as shown on this page. Please note that the Caribbean logo has specific usage guidelines which appear in a separate document.



Rules for Using the Logo

The CTO reserves the right to allow the use of the logo, and other brand marks, by Members, Strategic Partners, and non-Members. The sections below highlight the rules of use by these groups. It is important to note that at no time, any government, company, organization or individual will have the right to use the CTO name or brand, as the sole representation of their country, business or activities.

Permission to use the CTO logo, and other brand marks, should not be construed as permission to represent the government, company, organization or individual, as the CTO.

Rules of Use for Members

Non-government members should notify the CTO of their intention to use the logo to identify themselves as a member. The correspondence should include an explanation of how the logo will be used. This notification can be done by emailing membership@caribtourism.com. When a member uses the logo, it should be accompanied by the statement “Member” to the bottom, or top of the logo, maintaining the allowable clearance as outlined.

Rules of Use for Strategic Partners

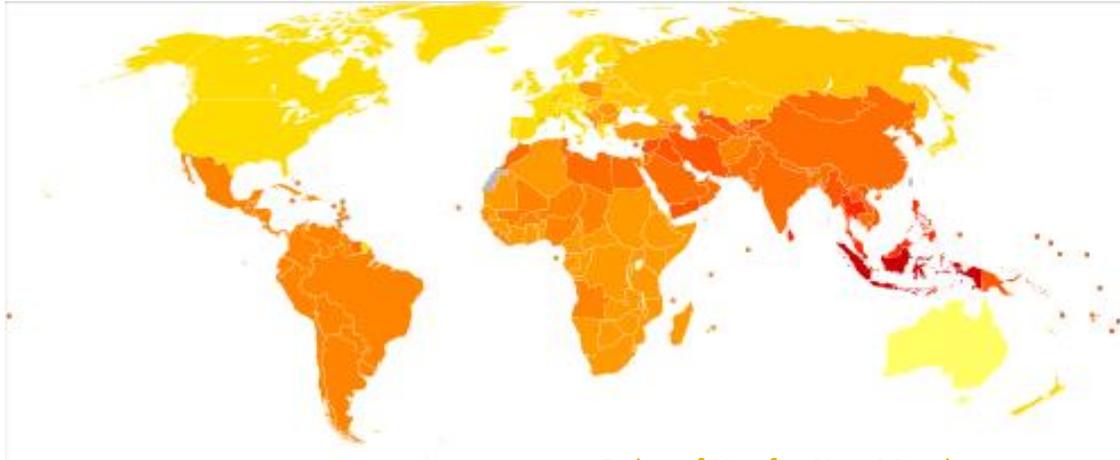
When using the CTO logo the statement “Strategic Partner” should also be placed to the bottom or top of the CTO logo, maintaining the allowable clearance as outlined in this document. All government and non-government members, including those recognized as

official Strategic Partners, of the CTO are permitted to use the CTO logo, as a means of identifying themselves as a member of the organization. The below example shows how the logo would appear when used to identify an organization as a member; the same format is applicable to strategic partners.



Typography

The font used for Member or Strategic Partner should be **Arial** and be bolded and not exceed 2 times the size of the font used in the logo. The color of the logo is not to be altered outside of the guidelines in this document.



Commercial Use

The CTO logo should not be used for any direct, or indirect, commercial purposes by any public or private sector interest (member or non-member) without written permission from the CTO Secretary General, or designee. In electronic executions, the logo can be hyperlinked. The logo must only be linked to the official CTO website – www.onecaribbean.org.

Cessation of Membership

In the event that membership in the organization ceases, or a strategic partnership ends, the former member, or partner loses, the right to use the CTO logo and other brand marks. The former member, or partner, must remove the CTO logo for all of its marketing and corporate collateral and real estate within three (3) months of the termination of their relationship with CTO. If prevailing circumstances prevent them from meeting this deadline, a written request for an extension should be given to the Secretary General.

Rules of Use for Non-Members

All non-members of the CTO should seek permission, in writing, from the Secretary General, or designee, to use the CTO logo for any purpose. The correspondence should indicate how the logo will be used and the duration. The requesting individual, company, or organization should not proceed with the use of the logo, unless written permission is received from the CTO Secretary General, or designee. A separate approval is required for each use. Permission once granted, is non-transferrable.

Once permission is received, the approved guidelines for all CTO corporate marks, in each format, should be adhered to at all times. As with Government members, in electronic executions, the logo can be hyperlinked. The logo must only be linked to the official CTO website – www.onecaribbean.org

When the agreed duration for use expires, the individual, company, or organization must immediately cease the use of the CTO logo and brand marks, which includes removal from all corporate and marketing collateral and real estate.

General Logo “Dont’s”

- **Don’t** move, or adjust the placement of “Caribbean Tourism Organization”.
- **Don’t** use the logo in the body-copy of any document in place of the words “Caribbean Tourism Organization”.
- **Don’t** remove “Caribbean Tourism Organization”.
- **Don’t** apply any effects.
- **Don’t** rotate the logo.
- **Don’t** skew or attempt to make the logo 3-dimensional in any way.
- **Don’t** make a pattern or texture out of the logo.
- **Don’t** alter the transparency of the logo.
- **Don’t** recolor the logo.
- **Don’t** combine the logo with any other elements— such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.
- **Don’t** display the logo in a way that suggests that a third party’s product/ service is a CTO product/ service OR that the CTO logo is part of a third party’s product name. Please note that use of the CTO logo by a third party requires permission in writing from the Secretary General, or designee.

Version – 20170911-01



Caribbean Tourism Organization

Ground Floor | Baobab Tower | Warrens | St. Michael | BB22026 | Barbados

T: (246) 427-5242 Ext 2238 | F: (246) 429-3065