



GBTA Global Business
Travel Association

Many Voices. One Purpose.

Quick Start Brand Guidelines

v1.2 June 23, 2022



Brand Messaging Platform

Positioning

Engaging the many voices of global business travel to build our collective future. We bring the global business travel industry together so our members can learn from and inspire one another, develop as businesses and individuals, represent our common interests, and collectively move the industry forward.

Tagline

Many Voices. One Purpose.™

Descriptor Line

Community / Learning / Advocacy

Elevator Pitch

As the global business travel industry's largest member-led organization, GBTA provides the community building, learning, and advocacy the industry needs to continue to evolve and thrive.

Value Proposition

GBTA believes business travel is a fundamental force for good, and as an industry we must come together to innovate and set new standards. With members from across the globe, we engage the many voices of business travel to build our collective future, providing a platform for buyers and suppliers to come together, connect with peers, grow their network, and shape the future of our industry. As the hub for community, learning, and advocacy, GBTA provides members with tools to advance their career and expand their knowledge, creating a space for all parties to share their perspectives, evolve best practices, and debate the issues that matter. Together, we are building a global business travel industry and community we will be proud to share with future generations.



Core Messages

Opening Statement

The Platform for Collaborative Change

We believe business travel is a fundamental force for good. Meeting face to face deepens relationships, fosters collaboration, and develops culture in ways that technology alone can never truly replicate. It drives growth for businesses, governments, and economies. As the barriers and challenges facing business travel evolve and change, we must continue to innovate and set new standards as an industry, bringing many perspectives together under one roof. GBTA is the platform for all sides to come together to tackle how travel can adapt to existential transformations in the workplace, from the changing way people work, to new attitudes to managing risk to improving sustainability.

Community

Uniting the Business Travel Community

Community building is an essential component of GBTA's mission. We seek to strengthen the bonds that hold the business travel industry together, providing opportunities for connecting at a corporate and personal level. GBTA brings buyers and suppliers together to both deepen existing relationships and form new ones. We enable individuals to connect with their peers, grow their network, and eventually give back to the industry – sharing their insights with peers or as mentors to future travel leaders.



Core Messages

Learning

Member-Driven Learning

GBTA is the hub for the business travel industry to come together to grow their career and travel program through learning. From the essentials of travel management to research and member polls on hot topics to peer learning and insights, we provide the forum for members to learn about what is important to them. By drawing on the insights of our members from across the industry, we create space for all parties to share their perspectives, gain a deeper understanding of evolving best practices, and debate the issues that will drive the future of business travel.

Advocacy

Global Reach, Local Focus

With members from across the world, GBTA has the privilege and duty to represent the many varied voices of the global business travel community. As we continue to grow internationally, we aspire to provide the space for learning and debate on the global trends that affect us all, but with the understanding that the impact of these trends and how to address them will vary locally. And when there is clear consensus across the industry, we will advocate for our common interests to represent our members to their regional policymakers.



Core Messages

Closing Statement

Building Our Collective Future Together

As the business travel industry's largest member-led organization, we seek to provide the learning, community building, and advocacy the industry needs to continue to evolve and thrive. This responsibility demands that we maintain the highest level of professional integrity, a passion for our work, and consistent and transparent communication about our processes, goals, and decision making.

By working together, we will build a business travel industry and community that we can be proud to share with future generations.



Logo Guidelines



Light Backgrounds

Primary logo lockups
for use on light color backgrounds



Black logo for use in black and white reproduction



Dark Backgrounds

Primary logo lockups
for use on dark color backgrounds



White logo for use as image overlay
Do not use on busy or light portions of an image

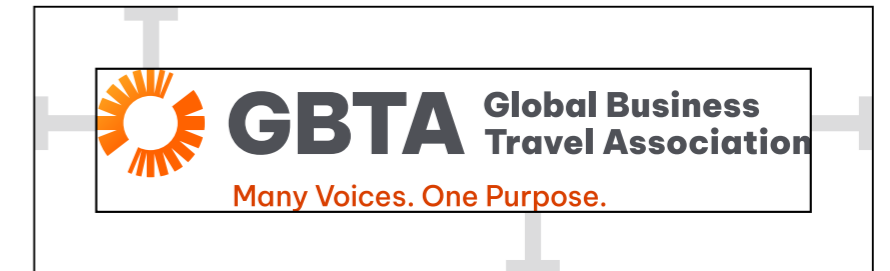


Clear Space

Clear space on all sides is equal to the height
of the letter x in the wordmark



Preferred



Preferred with tagline



Simplified

Logo Misuses

Clear space on all sides is equal to the height of the letter E in the wordmark



Never alter the logo letter forms



Never use with a drop shadow



Never skew or italicize



Never angle or rotate



Never recolor logo



Never re-space the logo letter forms



Never stack the logo letter forms



Never resize parts of the logo lockup



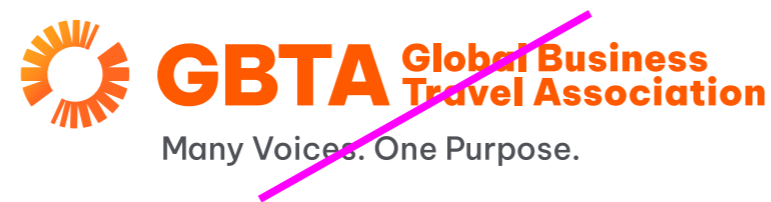
Never alter the logo lockup



Never reorder the logo elements



Never shift lockup of full moniker



Never alter colors or invert brand colors



Never alter tagline lockup



Never lockup with alternate copy or swap descriptor for tagline

Color Palette

Primary colors

GBTA Goldenrod

Pantone 1375 C
CMYK: 0 / 40 / 97 / 0
RGB: 255 / 158 / 27
HEX: FF9E1B

Limited usage: graphics and accents

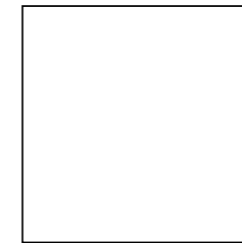
GBTA Bright Orange

Pantone 165 C
CMYK: 0 / 68 / 96 / 0
RGB: 255 / 98 / 0
HEX: FF6200

Accessible for text over 18pt. on white backgrounds (AA compliant)

Usage: headlines, titles, sub-titles and text greater than 18pt. on white backgrounds; graphics and accents

Secondary colors, neutrals



White

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: FFFFFFFF

Usage: headlines, titles, sub-titles, body copy and graphics on dark backgrounds.



Black

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: 000000

Usage: headlines, titles, sub-titles, body copy and graphics on light backgrounds.

Secondary colors



GBTA Dark Orange

Accessible for text on white backgrounds (AA compliant)

Pantone: 7597 C
CMYK: 0 / 85 / 95 / 2
RGB: 217 / 63 / 0
HEX: D93F00

Usage: headlines, titles, sub-titles, text call outs smaller than 18pt. and graphics on white backgrounds.



GBTA Bright Yellow

Accessible for text on GBTA Gray backgrounds (AA compliant)

Pantone: 7549 C
CMYK: 0 / 22 / 100 / 0
RGB: 255 / 182 / 0
HEX: FFB600

Usage: headlines, titles, sub-titles, text call outs and graphics on GBTA Gray backgrounds.

GBTA Dark Gray

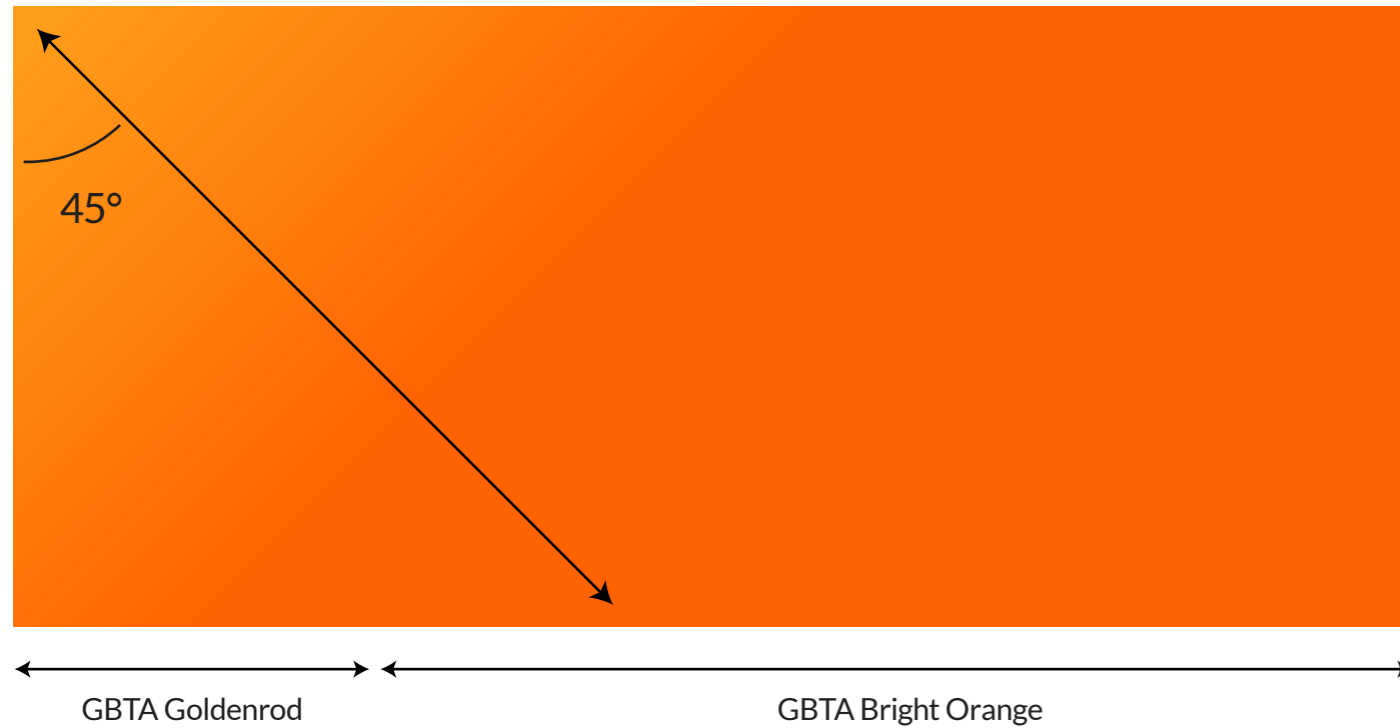
Pantone Cool Gray 11 C
CMYK: 63 / 52 / 44 / 33
RGB: 79 / 81 / 87
HEX: 4F5157

Usage: headlines, titles, sub-titles, and graphics on white backgrounds.

GBTA is a three color brand. Use GBTA Bright Orange, GBTA Goldenrod, and GBTA Dark Gray whenever possible. Also use generous amounts of white space.

Gradient Palette

GBTA Logo Gradient



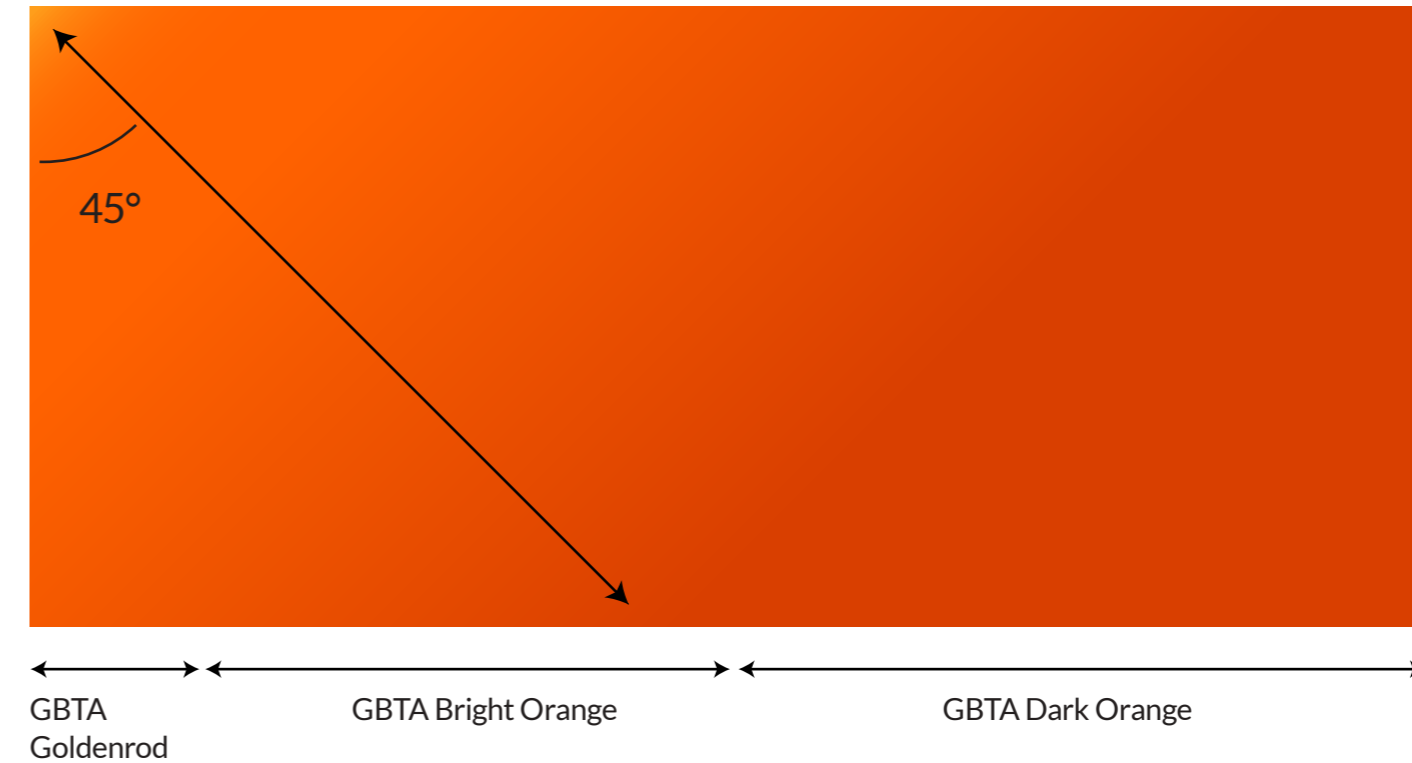
Gradient should be applied diagonally at a 45° angle from corner of element to base of element

Usage: graphics symbols and accents and in combination with black text

- When used in conjunction with large white text (limited print only) care should be taken to keep text toward the darker areas of the gradient

*Note: Gradient should be produced using RGB or CMYK process colors only. Don't use Pantone spot colors.

GBTA Dark Gradient



Gradient should be applied diagonally at a 45° angle from corner of element to base of element

Usage: graphics symbols and accents and in combination with black text

- When used in conjunction with large white text care should be taken to keep text toward the darker areas of the gradient

Typography

Primary brand typeface (web, print, professionally-designed brand materials)
Available from Google fonts

Lato

Preferred weight for body copy and captions:

Lato Regular
AaBbCcDdEe 1234567890

Preferred weight for headlines, titles and sub-titles

Lato Bold
AaBbCcDdEe 1234567890

System typeface (Microsoft Office)

Arial

Arial
AaBbCcDdEe 1234567890

Arial Bold
AaBbCcDdEe 1234567890

Graphic Elements



It is preferred that only two graphic shapes overlay especially when one contains a photograph

Gradients can always be used in graphics with out text as an accent color

Only black text and info graphics may be used on the GBTA Logo Gradient



Photos can be used in circular frames, It is preferred when the circle frame crops off at least one edge

Photos should be professional quality, clean and bright color palette.

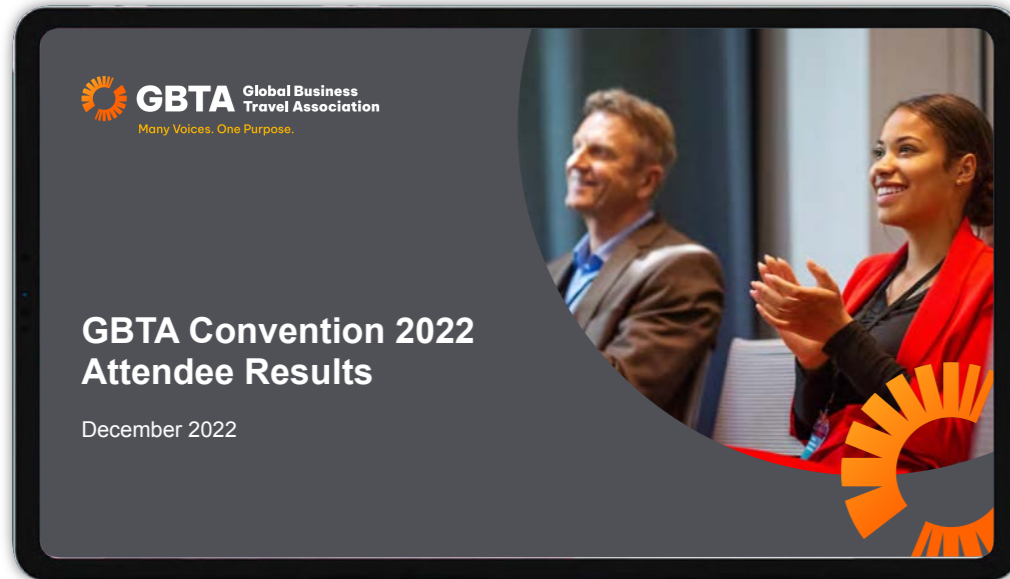
People should be professionally dressed and authentic in their interactions

Please refrain from using overtly stocky or cliché images

Do not use images with multiple overlays or graphic overlays

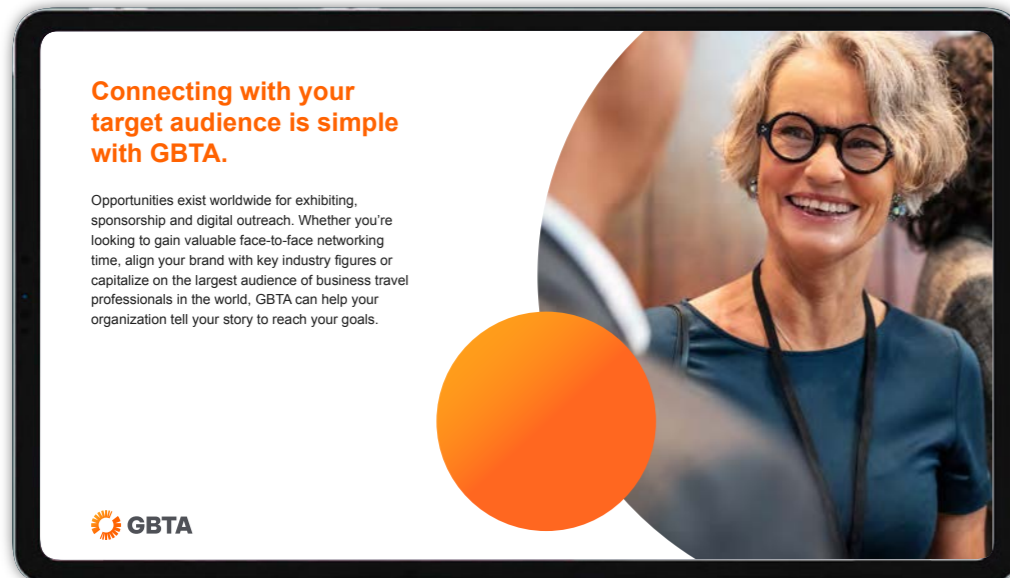


Layout Examples



Text on dark backgrounds (AA accessible)

- Bold weight should be used for titles and sub-titles
- Large text (over 18 pt) may be white or GBTA bright yellow
- Tagline should always be used in GBTA bright yellow
- Normal text (smaller than 18 pt) should always be white



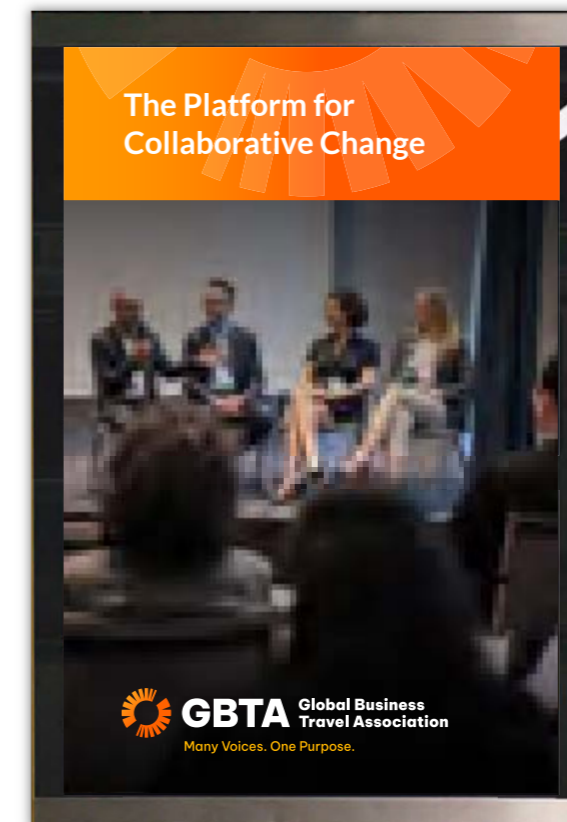
Text on white backgrounds (AA accessible)

- Bold weight should be used for titles and sub-titles
- Large text (over 18 pt) may be white or GBTA bright orange
- Tagline should always be used in GBTA deep orange
- Normal text (below 18 pt) should always be black



Text on gradients (on-screen) (AA accessible)

- Bold weight should be used for titles and sub-titles
- GBTA dark gradient should be used in with white text
- GBTA logo gradient (lighter gradient) should be used with black text only



Text on gradients (print)

- Headlines and titles can be used on GBTA logo gradient when:
 - The copy appears as large text (over 18 pt)
 - Bold weight
 - The copy is white or black
- Normal text (below 18 pt) should always be black
- For all other cases printed materials should follow the same general guidelines as noted in this guideline

Thank you

