

CHTA's Identity Guide

Logos - Correct Usage



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

MEMBER



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

MEMBER

Member Logo - Color

Use only on a white background

Member Logo - Black & White



MEMBER



MEMBER



MEMBER



MEMBER

Seal - For use in difficult environments. Over photographs, over textured or colored backgrounds as integrated into other brands or events



Logos - Incorrect Usage



Do not change the logo proportions in any way

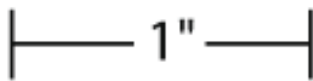


Do not place logo over a photograph or colored background



Do not place logo on a white box over a photograph or colored background

Minimum size requirement



Colors



C=30	C=30	C=40	C=0	C=0	C=0
M=60	M=0	M=0	M=52	M=10	M=0
Y=0	Y=15	Y=100	Y=100	Y=100	Y=0
K=0	K=0	K=0	K=0	K=0	K=50

When 5 color printing is available
Use PMS Cool Gray 6 C/U



Fonts

Cronos MM Light
Cronos MM Regular
Cronos MM SemiBold
Cronos MM Bold

Cronos MM Light Italic
Cronos MM Regular Italic
Cronos MM SemiBold Italic
Cronos MM Bold Italic

Identity Fonts

Arid ITC

Specialty Fonts

Times Roman (serif)
Arial (sans serif)

Complimentary Fonts Available on most PCs. Should be used for correspondance and E-mail.