

2023 | LTA LOGO STYLE GUIDE



LOUISIANA
TRAVEL
ASSOCIATION



THE MEANING BEHIND THE MARK

+ The three blocks represent the three pillars. Louisiana Travel Association (LTA): **advocacy**, **education** and **promotion**.

+ The layered effect represents the great depth of history and culture of our state, just like LTA represents all things travel to Louisiana.

+ When we put the squares together, it makes an arrow shape which represents travel and moving forward.

+ The white space inside the layers makes a LA-boot shape, which fits perfectly in the middle to represent our state.

PRIMARY LOGO

To be used for all printed collateral, including reports, invoices, timelines, printed publications, advertising, billboards, posters, flyers and product packaging. It should also be used for all screen work, including websites, banners, presentations and on social media channels.



LOUISIANA
TRAVEL
ASSOCIATION

LOGO USAGE

0.25" clear space

The minimum clear space around the logo is .25 inches.

To create the greatest impact, allow even more space around the logo. Do not allow photos, typography or other graphic elements to enter the minimum clear space area.



0.25" minimum clear space around logo

LOGO ALTERNATE / VERTICAL

To be used only when layout space is limited.

Minimum Size

If a logo should be smaller than .25 inches in height, the vertical logo should be used. Use the logo at a larger size whenever possible.



LOUISIANA
TRAVEL
ASSOCIATION

PLACEMENT

Whenever possible, **the logo should be placed on a white background.** The logo may be placed against a light colored background, provided the background color is appropriate when matched with the logo colors and provided the logo clearly stands out. When used against a dark colored background, the one-color logo should always be used.



LOGO ALTERNATE / BLACK + WHITE

One-color logos are only to be used at the request for black and white publications, otherwise always use full color logo.

