



**CityPASS®**

BRAND GUIDELINES

2018



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# The CityPASS Brand

As an attractions marketing company, we partner with many third parties to promote the CityPASS brand. Founded more than 20 years ago as the first attractions pass company in the United States, we understand the importance of a strong brand identity, and thus ask that you help us protect it.

### WHY HAVE GUIDELINES

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We believe distinctive brands are built on the foundation of consistent communications that deliver on a promise, and, by doing so, develop trust.

### SHARED RESPONSIBILITY

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As an ambassador for our brand, you play a pivotal role in how customers and partners perceive us. Every brand touchpoint creates an impression of CityPASS. Consistently managing that experience is extremely important, so we appreciate your commitment to following these guidelines.

# 01

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## BRAND ARCHITECTURE

## BRAND POSITION

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Our Brand Position describes our unique promise to our customers and how we differ from our competitors.

We handpick and package the best attractions at a significant savings.

## BRAND ESSENCE

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Our Brand Essence sums up how our brand connects emotionally with our customers.

We inspire travelers to see more attractions, so they leave with meaningful memories and stories to share.

## BRAND VOICE

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Our tone of voice both embodies and expresses the brand's personality and set of values, informing all of our written copy, including our website, press releases, social media messages, emails and collateral.

Inspirational. Enthusiastic. Eye-opening.  
Trustworthy. Authentic. Knowledgeable.  
Friendly. Helpful. Conversational. Fun.  
Thankful. Appreciative. Respectful.  
Simple. Clear. Direct.

### BRAND VALUES

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Our Brand Values stand at the very core of the CityPASS brand. They are the center from which everything radiates—including our brand's position (strategy), look (design), message (voice), and relationships (customer service).



#### Value

We offer bundled savings to the best attractions and the benefit of skipping many main-entrance ticket lines.



#### Trust

We do the research for travelers, so they can trust they're going to see the best attractions.



#### Simplicity

We provide a simple, easy-to-use product and an exceptional customer experience.



#### Flexibility

We give travelers ample time to explore, enjoy and experience each attraction.

# 02

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## VISUAL GUIDELINES

## 2.1 VISUAL GUIDELINES

### IDENTITY

This logo is the most important expression of the CityPASS brand. Using this logo in a consistent manner is vital to a strong identity.

In all stylized uses, “CityPASS” is expressed as a single word, with “City” in traditional casing with a capital “C”, and “PASS” in all capitals. The registration mark should follow CityPASS in subscript in the first use.

The ideal clear space for our logo (i.e., the distance between the logo and other content and layout elements) is equal to three times the red tittle (dot) above the ‘i’. Minimum clear space should be no less than two times the red tittle.

The CityPASS logo should never be less than 1 inch in width.

### PRIMARY LOGO USAGE

CityPASS®

### SAFE AREA AND SIZE REQUIREMENT



CityPASS



1 inch

MINIMUM SIZE

REQUIREMENTS



## 2.2 VISUAL GUIDELINES

### IDENTITY COLORS

The primary colors of the CityPASS mark are red, white and black. On light backgrounds, “City” should always appear in black. On a black background, “City” changes to white. “PASS” and the tittle (dot) over the ‘i’ appear in red.

Black logos, as well as the reverse (white) logos, are provided for one color print and other special-use applications. Exterior and interior building signage may use metallic colors and materials.

The logo includes the registration mark (®) which is mandated on all external-facing marketing collateral, unless the use is too small to read.

### TWO-COLOR

CityPASS®

### ONE-COLOR

CityPASS®

### GRAYSCALE

CityPASS®

CityPASS®

CityPASS®

CityPASS®

## 2.3 VISUAL GUIDELINES

### INCORRECT IDENTITY USAGE

The logo suite contains fixed artwork with individual assets for all potential print and digital applications. As such, these assets do not need to be manipulated or changed. The examples to the right address some common errors.

### DO'S AND DON'TS



Do not replace the CityPASS red color with any other red shade or alternative non-red color.



Do not change the proportions of the logo by expanding or condensing it.



Do not replace or alter colors in the CityPASS logo.



Do not rotate the logo.



Do not change the proportions of the logo by expanding or condensing it.



Do not replace or alter colors in the CityPASS logo.



Do not stretch or space-out the letter forms.



Do not change the proportion of the red tittle above the i.



Do not add strokes (outlines) to the letters in the CityPASS logo.

## 2.4 VISUAL GUIDELINES

### IDENTITY WITH CITY NAME

The correct display of a CityPASS city logo on light/dark background.

There are two configurations of the logo, of which vertical/stacked is the preferred. The horizontal composition should only be used in circumstances where the readability of the vertical logo might be affected.

The logo is displayed vertically on a light background. The word "ATLANTA" is in a small, grey, sans-serif font. Below it, the word "City" is in a bold, black, sans-serif font, and "PASS" is in a bold, red, sans-serif font. A small registered trademark symbol (®) is at the end of "PASS".

Vertical logo (preferred)

The logo is displayed vertically on a dark background. The word "ATLANTA" is in a small, grey, sans-serif font. Below it, the word "City" is in a bold, white, sans-serif font, and "PASS" is in a bold, red, sans-serif font. A small registered trademark symbol (®) is at the end of "PASS".The logo is displayed horizontally on a light background. The word "ATLANTA" is in a grey, sans-serif font, followed by a vertical bar. To the right of the bar, the word "City" is in a bold, black, sans-serif font, and "PASS" is in a bold, red, sans-serif font. A small registered trademark symbol (®) is at the end of "PASS".

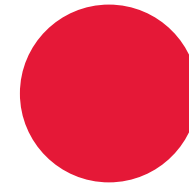
Horizontal logo (second choice)

The logo is displayed horizontally on a dark background. The word "ATLANTA" is in a grey, sans-serif font, followed by a vertical bar. To the right of the bar, the word "City" is in a bold, white, sans-serif font, and "PASS" is in a bold, red, sans-serif font. A small registered trademark symbol (®) is at the end of "PASS".

### THE ICONIC SPOT

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The red iconic spot is a key element in the CityPASS visual identity. It appears as the tittle (dot) over the lowercase 'i' in the logo, and is used as a branding element in other applications.



The Iconic Spot



## 2.6 VISUAL GUIDELINES

### THE TICKET

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This graphic element plays a supporting role in the CityPASS brand. It is used in the ticket booklet and may be used as a graphic element.

### PRIMARY TICKET COLOR

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### SECONDARY TICKET COLOR

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## 2.7 VISUAL GUIDELINES

### PRIMARY TYPEFACE

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Proxima Nova is a strong, clean, versatile sans serif font that works well in both print and digital applications. It should be used in all executions, except when this document states otherwise.

Proxima Nova has a large robust typeface family with a generous amount of weights. While all weights are available to use with the CityPASS brand, the primary recommended weights are bold for headlines and regular or light for copy.

### PROXIMA NOVA LIGHT

---

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

For visitors seeking a more meaningful and enjoyable travel experience, CityPASS® offers trust, time, simplicity and value, so they return home with more than they started with.

### PROXIMA NOVA REGULAR

---

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

For visitors seeking a more meaningful and enjoyable travel experience, CityPASS® offers trust, time, simplicity and value, so they return home with more than they started with.

### PROXIMA NOVA BOLD

---

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

For visitors seeking a more meaningful and enjoyable travel experience, **CityPASS®** offers trust, time, simplicity and value, so they return home with more than they started with.

### SECONDARY TYPEFACE

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If the font Proxima Nova is not available, the Google font Montserrat will replace it.

#### MONTERRAT LIGHT

---

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

For visitors seeking a more meaningful and enjoyable travel experience, CityPASS® offers trust, time, simplicity and value, so they return home with more than they started with.

#### MONTERRAT REGULAR

---

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

For visitors seeking a more meaningful and enjoyable travel experience, CityPASS® offers trust, time, simplicity and value, so they return home with more than they started with.

#### MONTERRAT BOLD

---

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**For visitors seeking a more meaningful and enjoyable travel experience, CityPASS® offers trust, time, simplicity and value, so they return home with more than they started with.**

## 2.9 VISUAL GUIDELINES

### COLORS

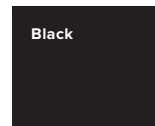
The CityPASS color palette is comprised of primary, secondary, and tertiary colors. Use only these specific colors in all branded executions.

Black, Red, White and Dark Blue make up the primary palette.

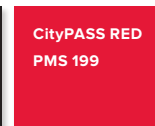
The secondary palette is used as accent colors, as well as in background color blocking.

The neutral palette is used in type and background color elements, such as background color blocking in web and digital executions.

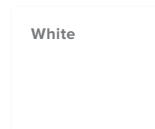
### PRIMARY COLORS



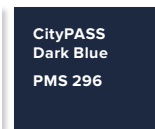
C 0 R 0  
M 0 G 0  
Y 0 B 0  
K 100  
Hex #000000



C 0 R 229  
M 100 G 25  
Y 80 B 55  
K 4  
Hex #E51937

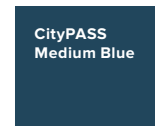


C 0 R 255  
M 0 G 255  
Y 0 B 255  
K 0  
Hex #FFFFFF

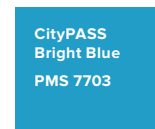


C 85 R 37  
M 75 G 44  
Y 50 B 62  
K 52  
Hex #242B3D

### SECONDARY COLORS



C 90 R 36  
M 67 G 71  
Y 43 B 93  
K 30  
Hex #23465D

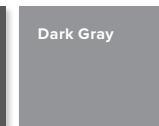


C 75 R 36  
M 22 G 157  
Y 10 B 200  
K 0  
Hex #239DC8

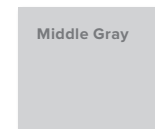
### NEUTRAL COLORS



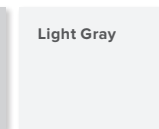
C 0 R 88  
M 0 G 89  
Y 0 B 91  
K 80  
Hex #58595B



C 0 R 147  
M 0 G 149  
Y 0 B 152  
K 50  
Hex #939598



C 0 R 209  
M 0 G 211  
Y 0 B 212  
K 20  
Hex #D1D3D4



C 0 R 241  
M 0 G 242  
Y 0 B 242  
K 5  
Hex #F1F2F2

# 03

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## TRADEMARK USAGE GUIDELINES

### 3.1 TRADEMARK GUIDELINES

#### TRADEMARK USAGE & STYLIZATION

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“CityPASS®” is a proprietary mark coined by City Pass, Inc. in 1997. There is no such thing/product as a generic “city pass.” “CityPASS®” and “City Pass®” are federally registered trademarks and service marks owned by City Pass Inc.

City Pass, Inc. is the company’s incorporated name. CityPASS serves as both the company’s stylized mark for its products and services and the trade name of City Pass Inc.

It is our preference to use the stylized version of the mark in copy (i.e., CityPASS).

On first appearance in promotional copy, “CityPASS” must be followed by the registered trademark symbol (®). In subsequent references, “CityPASS” may appear without the symbol.

“CityPASS®” is spelled as one word with a capital “C” and all capital letters on “PASS.” In copy that uses all caps, please offset the name from the surrounding all-caps copy by using a boldface font, if possible.

When referring to CityPASS products in the plural form pluralize the generic terms that follow CityPASS (i.e., “ticket booklets,” “admission cards,” etc.). Do not use “CityPASSes.”

#### COPYRIGHT NOTICE

The following legal notification should appear in the footer of all news releases, marketing pieces and citypass.com website pages:

“© 2017 City Pass Inc. All rights reserved. CityPASS® and City Pass® are registered trademark of City Pass Inc.”



## 3.2 TRADEMARK GUIDELINES

### TRADEMARK & SERVICE MARK

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When referring to CityPASS ticket products or services, “CityPASS®” should be used as an adjective, never as a noun or verb.

The generic product/service names “ticket(s),” “ticket booklet(s),” “admission card(s),” “program,” etc. should not be capitalized.

We prefer that CityPASS products/services not be referred to as a “pass.” If referring to a product category for CityPASS products, “attractions pass” is acceptable.

### USING CITYPASS IN A SENTENCE

When referring to CityPASS ticket products or services, “CityPASS®” should be followed with the descriptive name/noun for the admission ticket product or service, e.g. “ticket(s),” “ticket booklet(s),” “admission card(s),” “mobile ticket(s)” or “program.”

For example, “Skip the ticket line at most attractions with CityPASS tickets.”

### 3.4

## TRADEMARK GUIDELINES

### EXAMPLES OF USE

Use	Approved	Not Approved
Style	CityPASS or City Pass, Inc.	City Pass*, CityPass, or city pass
Product	Skip ticket lines with a CityPASS ticket.	Skip ticket lines with a CityPASS.
Program	The CityPASS program is available in Atlanta.	CityPASS is available in Atlanta.
Plural	Order CityPASS tickets for your group.	Order CityPASSes for your group.
Possessive	The CityPASS founders created the company in 1997.	CityPASS's founders created the company in 1997.
Company	"City Pass, Inc." for formal use (ex. contracts)  "CityPASS" for promotional use in editorial/marketing	

\*City Pass is a registered trademark of City Pass, Inc.  
This configuration is not approved for use by licensees in copy.

## 3.5 TRADEMARK GUIDELINES

### THIRD-PARTY USE

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Partners and other third parties may use the CityPASS trade name and CityPASS® marks in the promotion of CityPASS® products/services.

Third parties must adhere to the CityPASS visual identity guidelines.

Any other uses of the CityPASS mark, as well as any alterations to the mark must be approved in writing by City Pass Inc.

In becoming a partner and/or affiliate, any outside agency or business agrees that all rights to the CityPASS® mark remain the property of City Pass Inc.

### COPYRIGHT ACKNOWLEDGEMENT

When the CityPASS mark is displayed on the website of or in the marketing materials of a partner/affiliate, the following acknowledgment must be displayed as a footnote:

“© 2018 City Pass Inc. All rights reserved. CityPASS® and City Pass® are registered trademarks of City Pass Inc.”.

# 04

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## PHOTOGRAPHY GUIDELINES

## 4.1 PHOTOGRAPHY GUIDELINES

### PHOTOGRAPHY PILLARS

The CityPASS brand utilizes photography as a key visual element to connect with consumers on an emotional level. Each photo tells a story of what a CityPASS experience is all about.

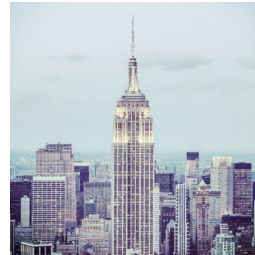
CityPASS brand photography should all fall into one (or more) of these categories:

The Iconic

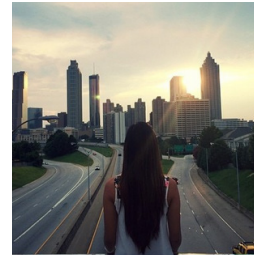
People in the Space

Personal Moments

The Details



1 THE  
ICONIC



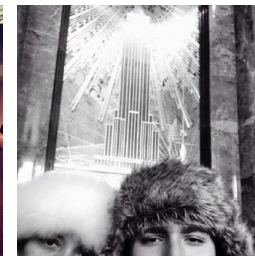
2 PEOPLE IN  
THE SPACE



3 PERSONAL  
MOMENTS



4 THE  
DETAILS





## 4.2 PHOTOGRAPHY GUIDELINES

### PHOTOGRAPHY FORMULA

This chart shows a breakdown of the weight that each of the four photography pillars should hold in execution.

Lead with “The Iconic” using a beautiful image that draws in the consumer, and using the remaining categories to complete the story of a CityPASS experience.

“People in the Space” should be utilized as secondary elements that introduce a human connection to the iconic visuals. “Personal Moments” and “The Details” help to round out the visual narrative.

### PHOTOGRAPHY USAGE FORMULA



## 4.3 PHOTOGRAPHY GUIDELINES

### PHOTOGRAPHY: THE ICONIC

Photography of iconic locations in each city should be the primary imagery used by the CityPASS brand.

This imagery should feature the most recognizable elements in a city. The goal is to get the viewer to start dreaming about a trip. Daytime shots, including sunrise and sunset, are preferred.

### EXAMPLES



## 4.4 PHOTOGRAPHY GUIDELINES

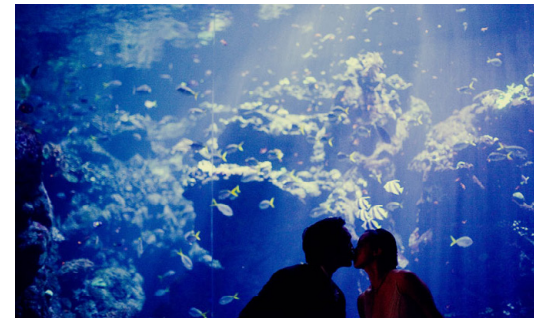
### PHOTOGRAPHY: PEOPLE IN THE SPACE

"People in the Space" will be the CityPASS brand's secondary photographic style.

These examples represent the level of quality to which each photograph should aspire: strong composition, beautiful lighting, and a good balance between the human element and iconic imagery.

People should be present in each shot, but should not overpower the location. The goal is to allow the viewer to easily imagine themselves in that place.

### EXAMPLES



## 4.5 PHOTOGRAPHY GUIDELINES

### PHOTOGRAPHY: PERSONAL MOMENTS

This photographic direction will pull from either CityPASS or partner social channels—primarily Instagram and Facebook.

Images should be unique and convey a positive emotion.

Given that this photography will not be professionally shot, additional selectivity will be required to assure that each image is of good quality and meets brand standards.

#### Note:

Due to the low-res nature of photographs pulled from social media, these should not be used in most print executions unless high-quality images have been obtained from user-generated content requested by CityPASS.

### EXAMPLES





## 4.6 PHOTOGRAPHY GUIDELINES

### PHOTOGRAPHY: THE DETAILS

This photographic direction is used to bring/ introduce unique elements of color and fun into the visual mix.

Detail shots should be used sparingly to support the primary iconic and personal imagery, adding accents of color and personality distilled from chosen destinations to the brand's visual identity.

### EXAMPLES





US & Canada: (888) 330-5008 (toll-free)

Direct: +1 (208) 787-4300

UK: (020) 3287 8369

Mexico: (55) 4169 2589

Australia: (02) 8005 5729

Fax: +1 (208) 787-4306

Facebook: [www.facebook.com/CityPASS](http://www.facebook.com/CityPASS)

Twitter: @CityPASS

City Pass Inc.

27 Arrow Root Lane

Victor, ID 83455

[www.citypass.com](http://www.citypass.com)