



Tourism Works for Alaska

2019 - ATIA's permission, usage and guidelines for Tourism Works for Alaska logo. This should be used in conjunction with the Tourism Works for Alaska Engagement Plan.

Tourism Works for Alaska Goals and Intent of Use

The Alaska Travel Industry Association (ATIA), through generous industry support, owns the Tourism Works for Alaska brand: logos, slogan, website URL, imagery, etc. Businesses and organizations may request permission to use the Tourism Works for Alaska logo and collateral, to help leverage and add value to the campaign messaging.

Businesses seeking to purchase additional brand collateral (stickers, coasters, t-shirts, hats, mugs, etc.) after receiving approval from ATIA, can do so at their own expense. ATIA is not responsible for covering these costs.

Business and organizations may also request permission to adapt the Tourism Works for Alaska brand to their destination and/or business. After receiving approval from ATIA, additional fees may apply. ATIA is not responsible for any additional production costs.

Font and Sizing Guidelines

- Typeface: Intro Rust Base (available for purchase, not included as Adobe standard font).
- Text for adaptations should be no larger than the word TOURISM and no smaller than WORKS FOR – generally 8-14 characters long.
- Text must be in ALL CAPS.

Please complete the information below.

Goal: The goal of the Tourism Works for Alaska campaign is a healthy tourism industry in Alaska.

- *Objective* – Informed decisionmakers who understand the value of tourism promotion
- *Objective* – An active base of grassroots and grass tops advocates
- *Objective* – An engaged tourism industry
- *Objective* – Informed Alaskans who understand how tourism benefits their communities

Requirements:

1. Who is requesting to use Tourism Works for Alaska? Please provide your business / organization and primary contact information, requesting the use of the Tourism Works for Alaska brand:
_____. The ATIA team uses this information to track the scale and reach of the Tourism Works for Alaska messages.
2. **Intent**– Please describe how you intend to utilize and/or adapt the logos, slogan, or other imagery associated with Tourism Works for Alaska to meet at least one, if not more of the objectives listed above. You may provide a sample image.

Tourism Works for Alaska usage fees: The Tourism Works for Alaska campaign is generously sponsored by industry and regional partners, as part of ATIA's annual membership packages. Membership packages are open to any industry business and organization. For approved usage of the Tourism Works for Alaska logo, see below:

All current ATIA members in good standing

- Access to original Tourism Works for Alaska logos and instructions on how to download these digital files upon renewal of their membership dues

Tourism Works for Alaska sponsors contributing up to \$2,499

- Use of the original TWAK logos or ability to adapt the TWAK logo, upon approval, for a one-time \$500 usage fee*

Tourism Works for Alaska sponsors contributing more than \$2,500

- A limited number of TWAK logo stickers (choose region and size)
- Access to Tourism Works for Alaska logo design files for use or adaptation*
- Company recognition on written correspondence, fliers, and printed collateral used in the TWAK campaign
- Digital logo recognition on TourismWorksforAlaska.org
- Recognition during ATIA's annual convention
- Invitation to become a member of ATIA's community relations committee

What Happens Next

1. ATIA members in good standing or TWAK sponsor business, organization, or entity may submit a request to utilize and/or adapt the TWAK logo per the levels above.

2. Completed forms will be reviewed by the ATIA team on a case by case basis.

3. In some instances, the ATIA team may bring forward requests for approval to the ATIA Community Relations Committee.

* TWAK logo adaptation and/or design fees are the responsibility of the sponsor business. Design artwork must be submitted to ATIA's Community Relations Committee for final approval prior to use.