



VISIT IDAHO

Travel With Care
Visual Identity Handbook

2024



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01

Say Hello to Travel With Care.

Travel With Care embodies our commitment to the environment, our visitors and Idahoans. Our primary goal is to ensure that our messaging is not only informative but also inspirational, driving a deeper connection with the brand.

Words that describe the Travel With Care vibe include:

- | | |
|--------------------------|-----------------------|
| nagging | educational |
| condescending | unifying |
| fun | welcoming |
| lighthearted | inspirational |
| not finger-wagging | clever but not snarky |

Connection on a human level

Travel With Care.



GOALS

GOALS

GOALS

We've got 'em.



02

Breaking Down the Essence of Travel With Care

This campaign is so much more than a mere conservation effort. It's a holistic approach to fostering responsible tourism in Idaho. By going beyond typical eco-friendly tourism initiatives, we've created a well-rounded program that encourages locals and visitors alike to Travel With Care in every sense of the word.

Travel With Care comprises three core pillars:



Care for
Yourself



Care for
Others



Care for
Idaho

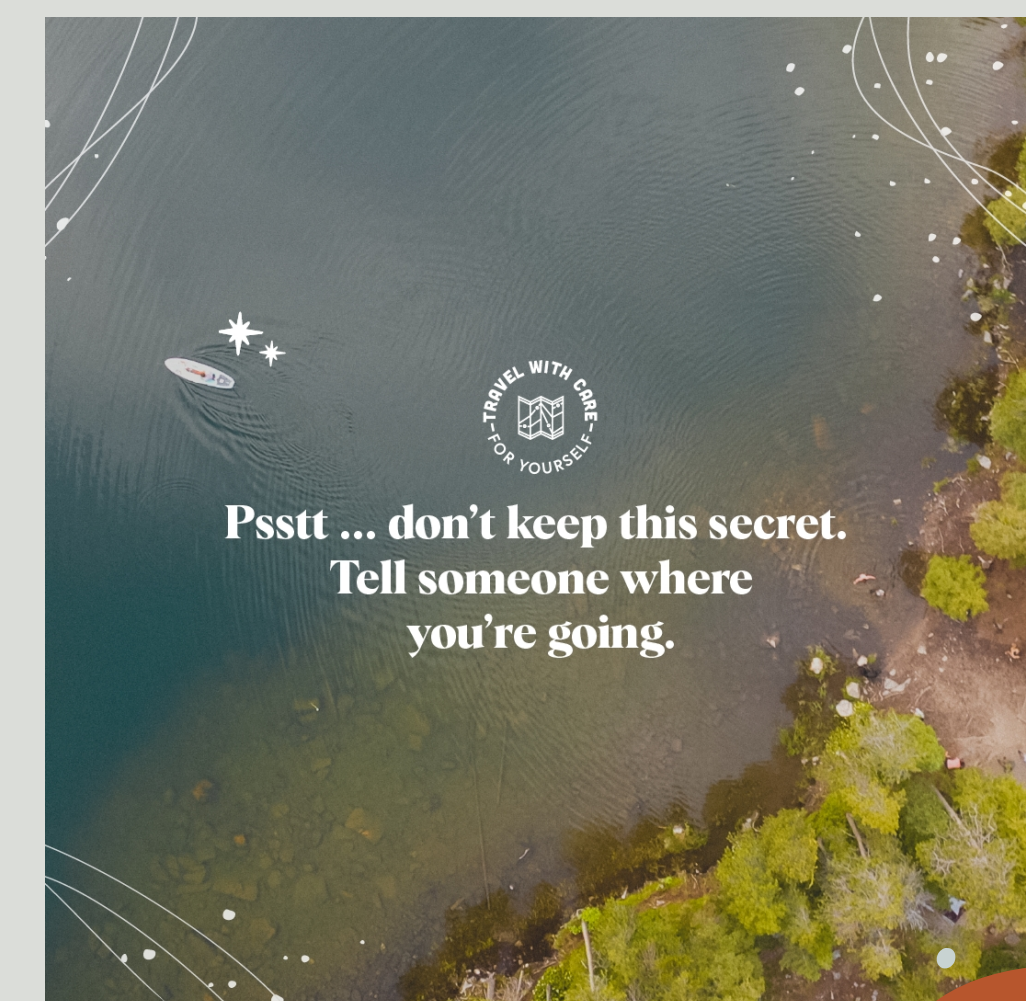




Care for Yourself

This pillar focuses on safety and preparedness, which are vital for navigating Idaho's landscapes. The goal here is to transform nature novices into well-informed adventures by sharing key tips like:

- Check weather and wildfire info.
- Bring a map and compass for navigation.
- Stay on marked trails to avoid getting lost or injured.
- Recognize the importance of listening to your body and knowing your limits.





Care for Others

This pillar aims to cultivate a culture of kindness among tourists, locals and employees who may be encountered during a journey, thereby building a welcoming and supportive environment.



Blaze Trails, Not Flames



Care for Idaho

This pillar is about keeping the great outdoors great. The aim here is to educate as many people as possible on the importance of conservation and responsible recreation in order to keep our state clean and beautiful for years to come. Key tips include:

- Pack out what you pack in—there aren't garbage services in most Idaho recreation areas.
- Properly drown out campfires.
- Keep a safe distance from wildlife and refrain from feeding them, as this can cause animals to behave aggressively.
- Stay on marked trails to avoid negatively impacting the habitats of plants and animals in the area.

Travel With Care Identity

it means we're gonna have fun!

Typography

Existing Visit Idaho

Albra

AaBbCc
012345

Europa

AaBbCc
012345

Colors

What's the deal?

While the Travel With Care color palette is fluid, we've also established some boundaries. Though we feel colors can often be the most flexible, we've pulled out some deep earth tones to give the campaign a modern, outdoor-adventure aesthetic.

Travel with Care*

HIDDEN DEPTHS

LICORICE GREEN

BUTTERNUT SQUASH

FIERY ORANGE

PACIFIC SEA TEAL

AGREEABLE GREY

DEEP CORAL

SKY SPLASH

TEAL BAYOU

Introducing

Cubano

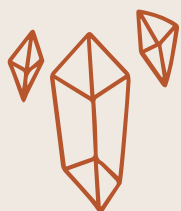
AABBCC
012345

Travel with Care

Who is this?



Cubano opens doors for us. They look nice and stable but friendly. They're all caps, but they're not shouting. They bring camp-dad vibes (in a good way). They don't talk much, but they're there when you need them.



*Are you new here?

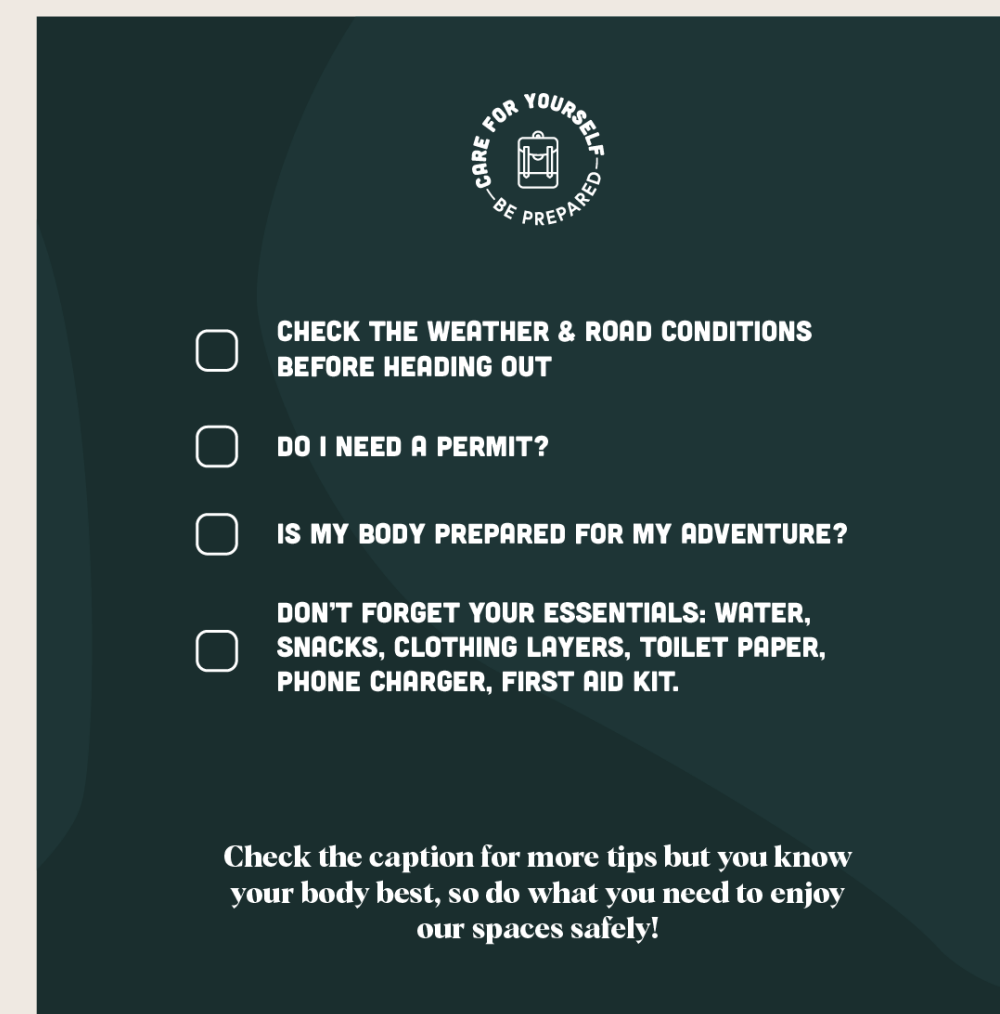
Actually, no. None of these are new, but some haven't gotten much love and we'd like to change that.



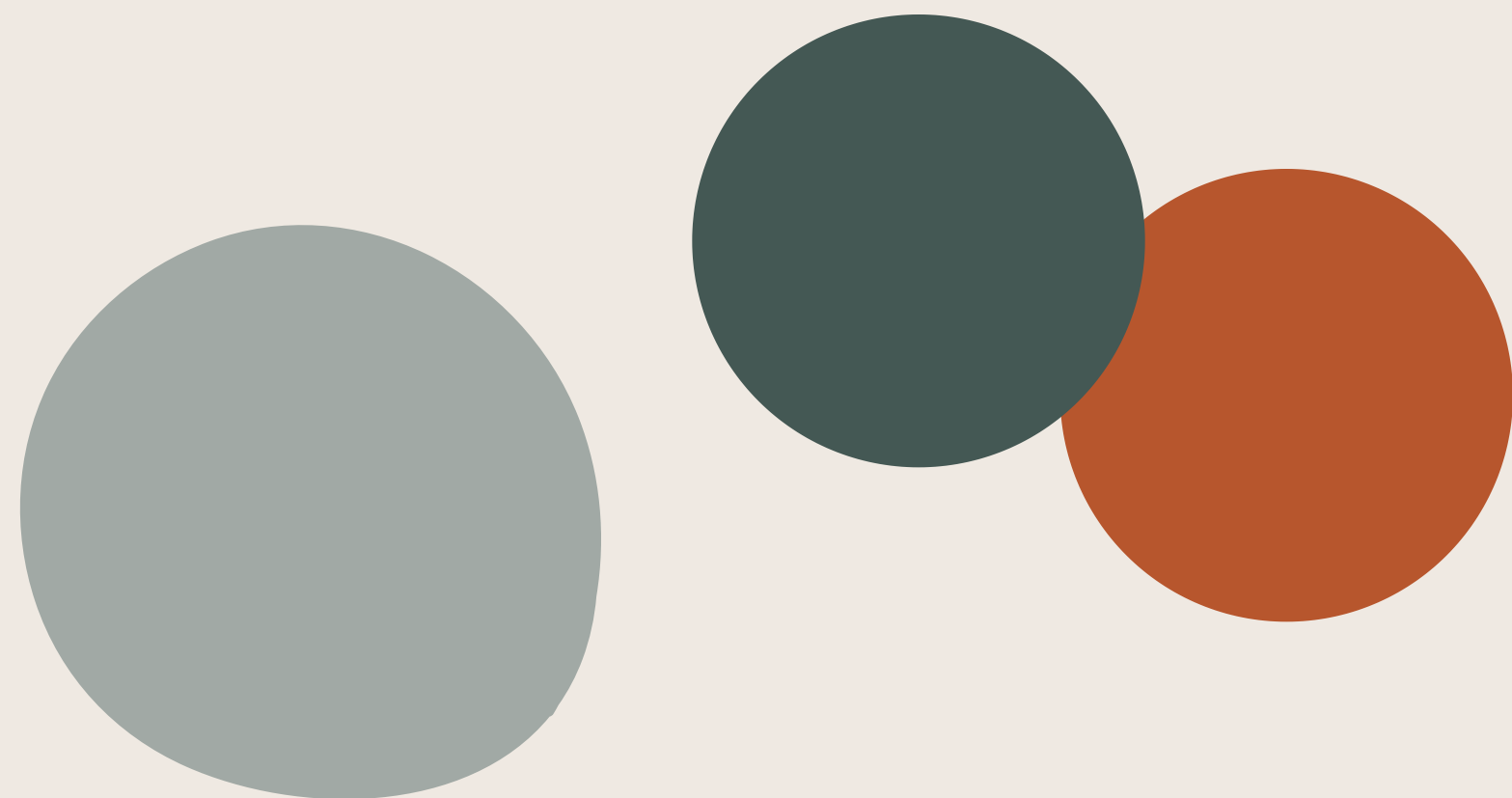
Iconography + Illustration

Maintaining a balance between the Visit Idaho brand and the Travel With Care campaign is one of our key focus areas within the overall identity ecosystem. We have achieved this by visually tying the two together, combining previously established Visit Idaho icons with Travel With Care icons in a consistent style. This subtle approach reinforces the connection between the two identity systems.

Throughout Travel With Care's lifespan, we've taken the opportunity to get creative with these icons, using them in fun, illustrative ways. Not only have they served as centerpieces in social posts, but we've also enhanced them with motion design, uploaded them as GIPHYs and incorporated them into animated ads for added flair.



Sample Posts



Motion

Movement is trending, and we need to keep pace.

Animation is key to promoting this campaign. We've created (and continue to create) assets that seamlessly adapt to ads, newsletters, videos, websites and more.



Photography + Design

The photography used for this campaign is adventurous, inspiring, immersive, and welcoming and presents relatable travel scenarios that serve to drive home its corresponding messaging.

To top it off, we've embraced the use of organic shapes and lines, layering them onto each creative piece to bring depth and new life to our favorite images. Additionally, this campaign's aesthetic moves away from the typical standalone images, allowing us to achieve a more modern and authentic visual quality.

only
bring the
friends
that
really
matter

As Idaho gets more and more popular, it's important for visitors to remember that some of the best memories can be made when traveling in groups of 3-4 people. Help us help you by keeping your party small.

...and we get it, sometimes you can't say no to grandma.

If traveling in larger groups, just be prepared to practice patience, especially with some of our smaller partners. Call ahead and check any requirements for your destination before arriving.

REMEMBER TO HAVE FUN, AND THAT IDAHO WILL ALWAYS BE HERE.



Vibes



Tone of Voice

No one wants to feel like they're being lectured, especially when it comes to responsible recreation. By using a more conversational, lighthearted, witty and sometimes humorous tone, our aim is to educate our audience in a way that is engaging and leaves a lasting impression. We'd love to get a few chuckles and a "Hmm, I never thought of it that way."

This engaging approach helps the information stand out and stick, with the added bonus that people might share it with a friend or two!

USING CLEVER QUIPS TO SHARE SAFETY TIPS

Below are some examples of how we've applied this tone to Travel With Care messaging across the pillars.

Always tell someone where you're headed. → **Psstt ... don't keep this secret. Tell someone where you're going. Keep 'em in the loop.**

Practice fire safety. → **Blaze Trails, Not Flames.**




Give wildlife their space. → **Use Your Zoom. Give Them Room.**

Treat others with kindness. → **The Forecast Calls for a Sunny Disposition.**



SAY IT WITH CARE

Keep in mind that while we're presenting this information in a fun format, at the end of the day, it's still safety information and needs to be accurate, thorough and carefully worded. Here are some phrases and topics to be mindful of.

-  When discussing fire safety, you should always use the phrase, "Drown out the campfire" rather than "Extinguish the campfire."
-  Avoid using the phrase "Leave No Trace," as this phrase is copyrighted.
-  Be specific when discussing muddy trails. Here's an example of how to properly address the topic: This time of year, the conditions of trails can change in a matter of hours. Remember, if you're leaving tracks, turn back. Continuing to use muddy trails or stepping outside of the trail to avoid mud causes severe erosion and damage to vegetation. Remember to plan ahead and check for trail conditions and closures.

Need more details on specific wording and tone? Reference our [Visit Idaho Style Guide](#).

Sample Badges

For years, we've used icon badges to connect the pillars of this initiative. Over time, this has allowed us to build a robust gallery of design elements that are both unique and consistent, effectively tying all components of the campaign together. These icons have appeared in everything from Meta carousels to Instagram stories to landing pages.

The circular shape is used to represent unity, and it gives us a sense of completion and harmony. This pairs nicely with the themes surrounding Travel With Care. Many options can be created efficiently by using simple modular forms to make up a composition. This means individual badges can be created and used for each pillar and each principal within the pillar, or they can be made using the Travel With Care tagline.

Typographic

IDAHO  TRAVEL WITH CARE

 TRAVEL WITH CARE

 TRAVEL WITH CARE

Simplified

Keep it Simple

Simplified versions are great for when there's just too much going on. Text versions can easily be paired with larger illustrations to avoid clutter; symbolic versions can be paired images to bring the tone. Opportunities are endless and give plenty of room for testing what audiences respond well to.

Simplified

Symbolic



Brand Marks

Clear Space and Minimum Size

Clear space surrounds the mark, ensuring separation from other elements such as text and the edges of printed or digital materials. This space must meet the required minimum, determined by the height of the state silhouette in the horizontal mark or the 'W' in the stacked mark.

TYPOGRAPHIC

Horizontal



Minimum Size

Print

.25 inches  **TRAVEL WITH CARE**

Web

25px  **TRAVEL WITH CARE**

Stacked



Print

.5 inches  **TRAVEL
WITH CARE**

Web


50px  **TRAVEL
WITH CARE**

SYMBOLIC




Minimum Size

Print

1 inch 

Web

100px 

Brand Marks

Incorrect Usage

TYPOGRAPHIC



✗ DO NOT ALTER OR REPLACE THE TYPOGRAPHY



✗ DO NOT TILT THE MARK OR PLACE IT VERTICALLY



✗ DO NOT STRETCH OR SKEW THE MARK



✗ DO NOT USE THE MARK WITH JUST A STROKE



✗ DO NOT USE COLORS THAT ARE INCONSISTENT WITH THE BRAND TONE



✗ DO NOT ADD A STROKE TO THE MARK

SYMBOLIC



✗ DO NOT ROTATE THE MARK



✗ DO NOT STRETCH OR SKEW THE MARK



✗ DO NOT TRIM OR CROP THE MARK



✗ DO NOT ADD A STROKE TO THE MARK



✗ DO NOT PLACE ON BACKGROUNDS THAT LIMIT LEGIBILITY



✗ DO NOT PLACE ON TOP OF FACES

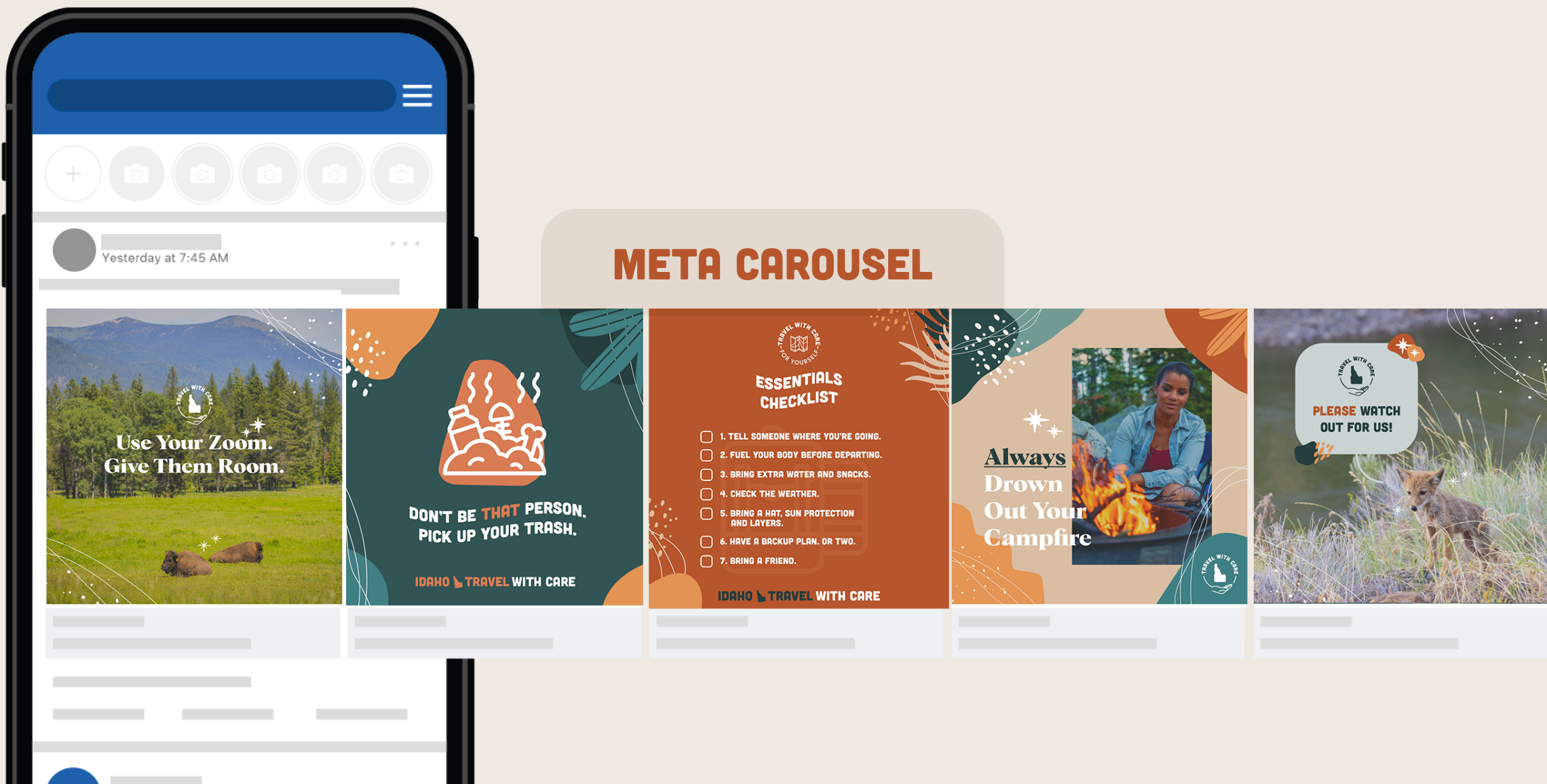
Travel With Care Out In the Wild

The Travel With Care message can (and has been) spread using a variety of mediums. Here are some examples of how this campaign has been implemented and woven into other forms of Visit Idaho content.

Digital Ads & Social Media

We've aligned both paid and organic efforts across our social media accounts, sharing bite-sized information tailored to make a lasting impression on Facebook and Instagram. For example, meta ads, such as carousel formats, capture the Travel With Care message by featuring our clever language, eye-catching illustrations and series of images that visually represent our key pillars.

Instagram stories and reels offer quick tips for quick scrollers, delivering helpful, seasonally relevant content on everything from preparing for a [hiking trip](#) to safely experiencing the wonders of winter.



Print Ads

Succinct, to-the-point print ads introduce the Travel With Care campaign, briefly summarizing each pillar and incorporating matching images and vibrant illustrations.



View the Print Ad

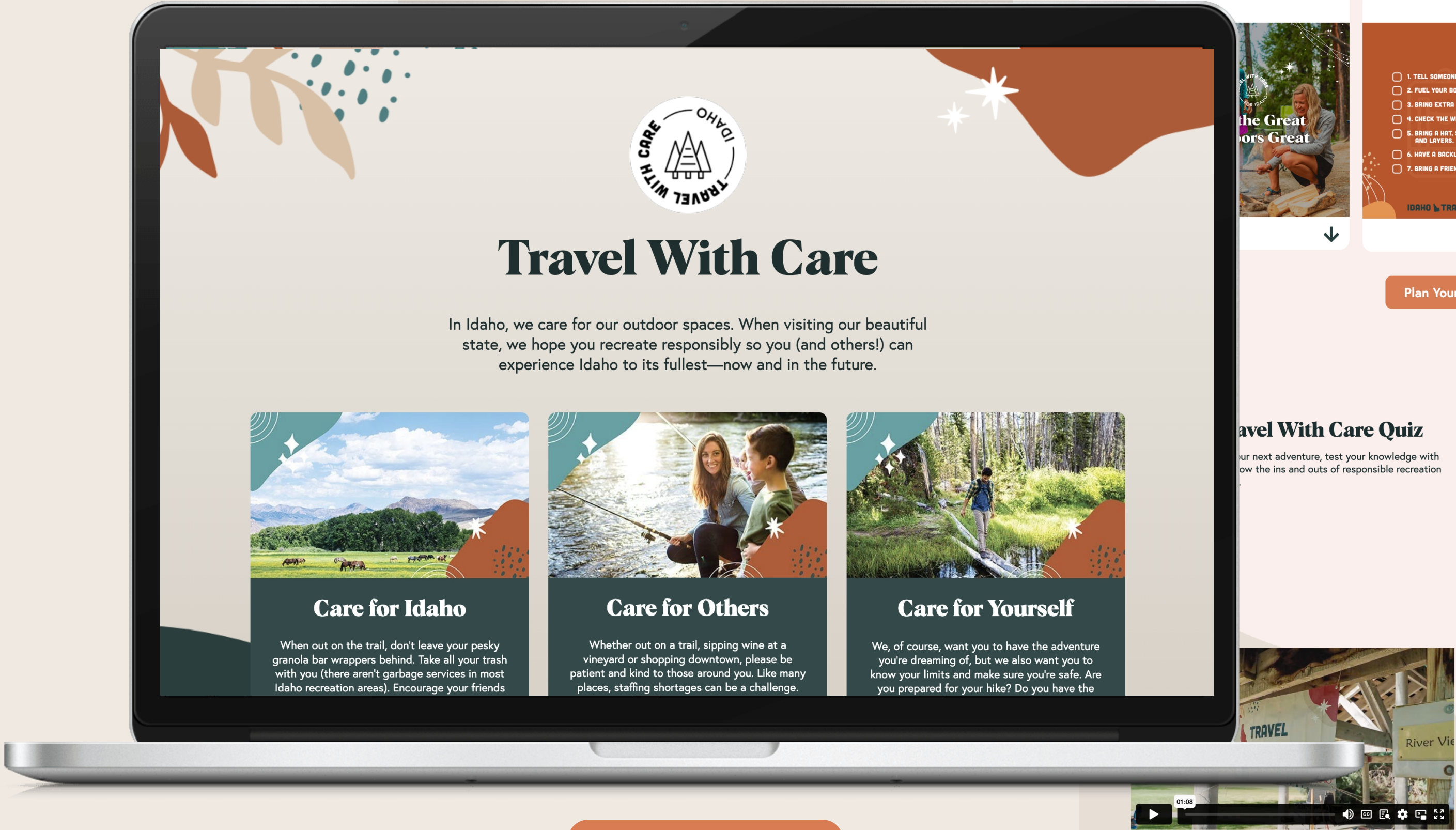
Travel With Care Out In the Wild

Landing Pages

The Travel With Care landing page is a permanent, evergreen resource for responsible recreation on VisitIdaho.org. Our core pillars take center stage in the form of illustrated cards that utilize playful designs and witty, attention-grabbing titles. Upon clicking these cards, more detailed information on the corresponding pillar is revealed, thereby enhancing the learning experience.

Travel With Care messaging has also been woven into various other areas of the site, further integrating the initiative into the Visit Idaho brand. Examples include illustrated tip cards on the hot springs page about maintaining the cleanliness and welcoming atmosphere of these delicate spaces, as well as a callout on the culture page encouraging respectful visits to historical sites.

TRAVEL WITH CARE LANDING PAGE



[View the Page](#)

Savor the Seasons & Wander Wisely

Recreating responsibly is always a breeze. Make the most of your adventure by listening to your body, being kind to your fellow nature lovers, and doing your part to keep our state clean and beautiful.

Care for Idaho

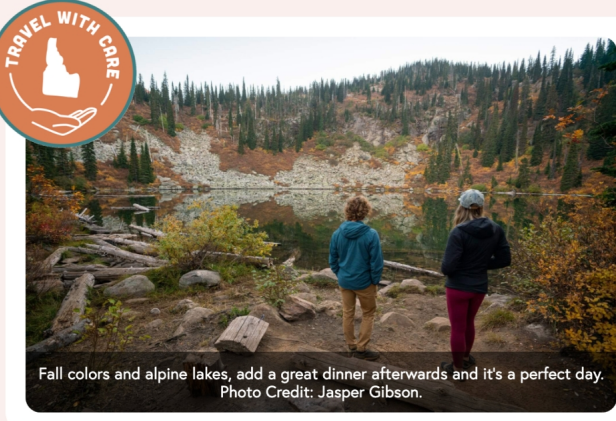
Care for Yourself

Care for Others

[Plan Your Fall Escape](#)

Travel With Care Quiz

For your next adventure, test your knowledge with our quiz to learn the ins and outs of responsible recreation.



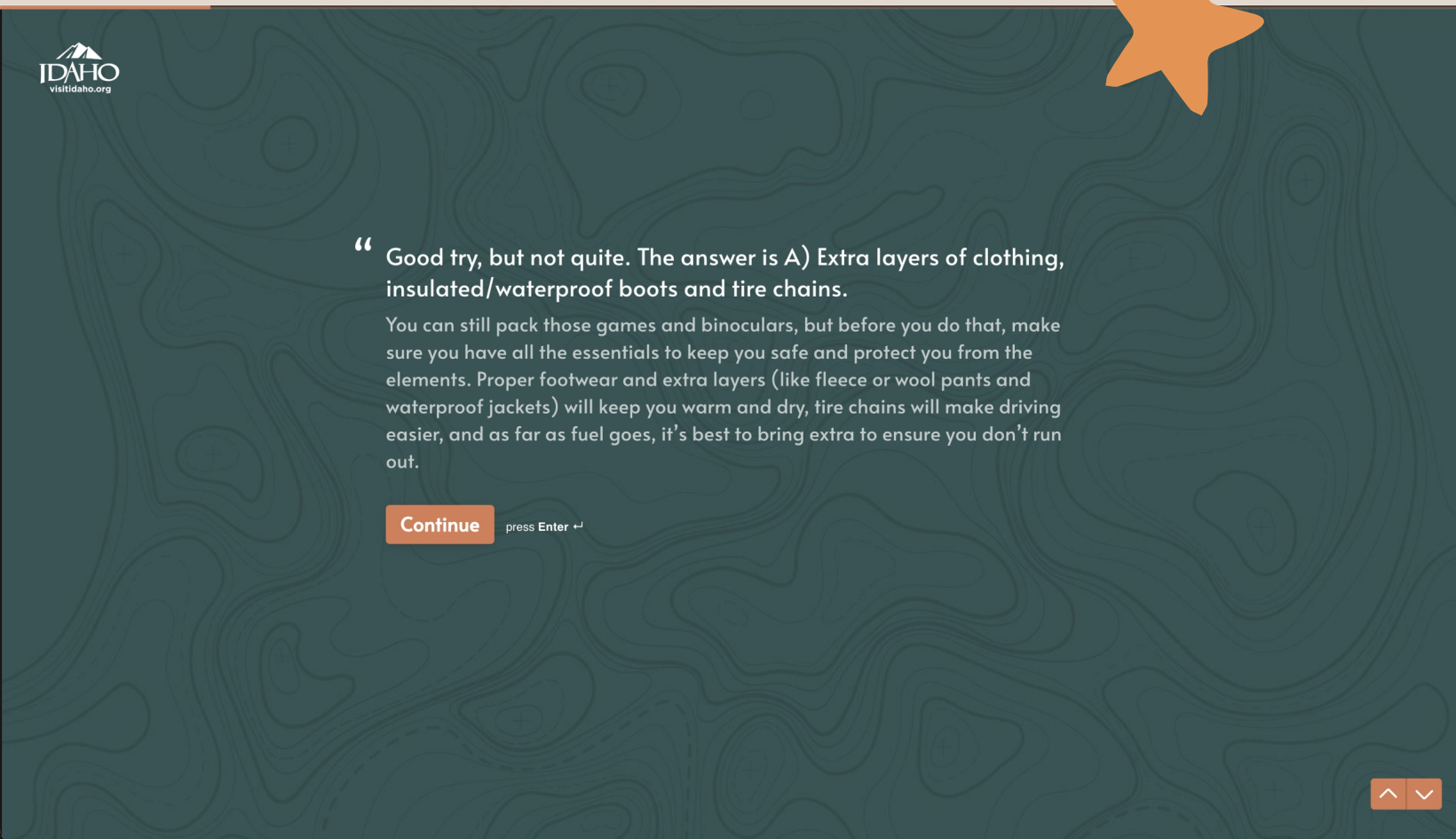
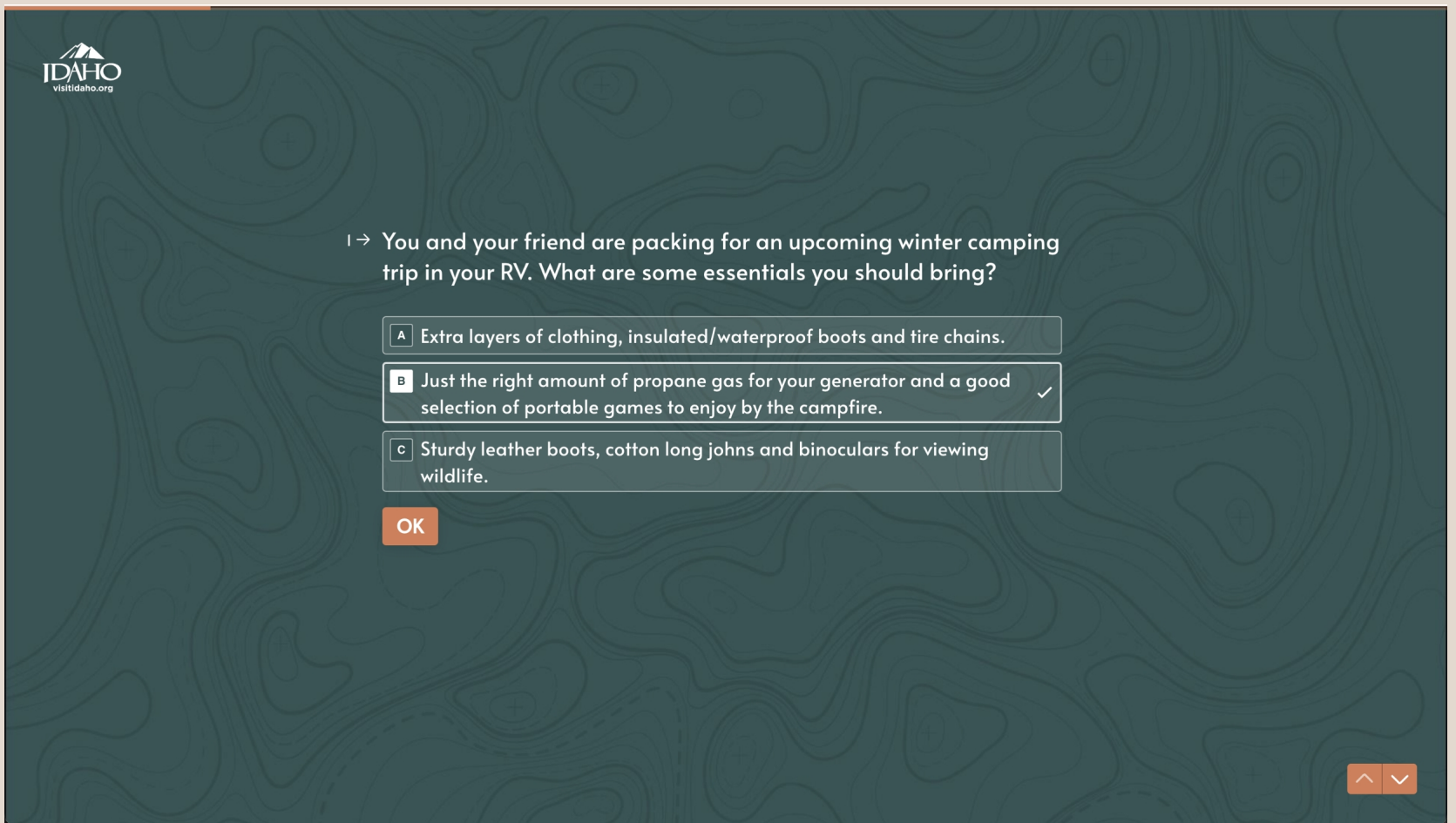
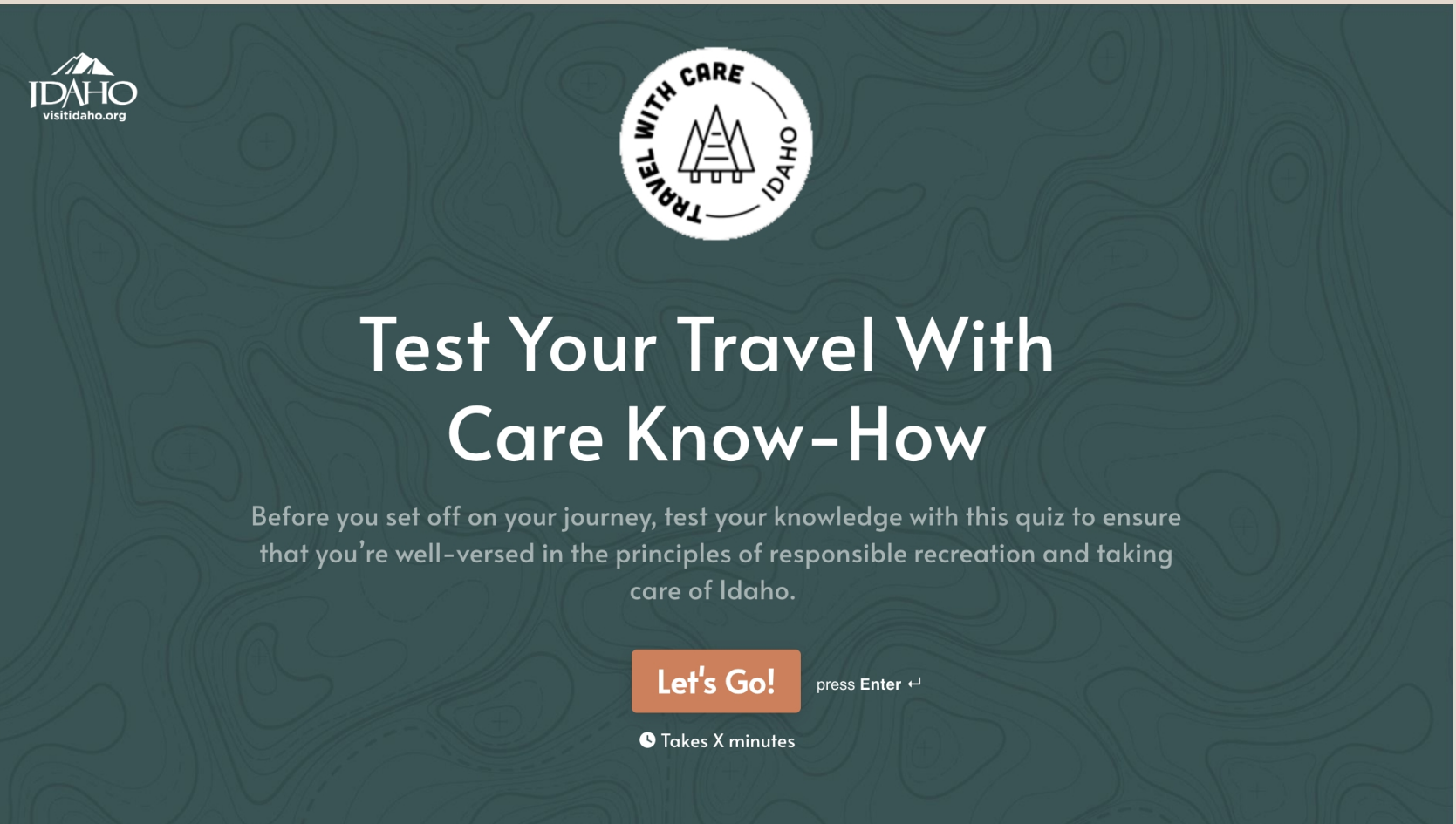
Protecting Idaho's Beauty: Everyone Can Make a Difference

Our annual Travel With Care group activations bring together volunteers to clean-up, improve and beautify Idaho's outdoor spaces.



Travel With Care Out In the Wild

WINTER QUIZ (TYPEFORM)



Quizzes & Newsletters

Seasonal quizzes have been added to the Travel With Care landing page to engage visitors with well-researched questions that challenge their knowledge. To boost visibility, we've featured these quizzes in a few of our monthly newsletters, inviting subscribers to test their know-how. Each quiz provides participants with unique insights through carefully researched topics and explanations.

These quizzes also appear in Travel With Care-specific newsletters, making them a consistent part of our email program. In addition to the quizzes, the newsletters include relevant travel tips for those who are new to a particular activity, as well as links to resources like weather and wildfire monitoring sites.

Take the Winter Quiz

Take the Summer Quiz

