

A family consisting of a woman, a child, and a man are walking through an airport terminal. They are silhouetted against a large window that looks out onto a bright, cloudy sky. The woman is on the left, pulling a suitcase. The child is in the middle, pointing towards the right. The man is on the right, also pulling a suitcase. The floor is highly reflective, showing clear reflections of the people and their luggage. Two large, stylized banners are overlaid on the left side of the image. The top banner is light blue and contains the text 'GET FACTS.' in white. The bottom banner is a darker blue and contains the text 'GET GOING.' in white. At the bottom left, the text 'PLATFORM TOOLKIT' is written in white. At the very bottom left, there is a small line of text: 'nd USA Confidential – Privileged | For internal & official partner use only'.

GET FACTS.

GET GOING.

PLATFORM TOOLKIT

01

ABOUT

02

PARTNER USE & BEST PRACTICES

03

TONE OF VOICE

04

LOGO LOCKUP

05

LOGO USAGE

06

COBRANDING

07

PHOTOGRAPHY

08

DIGITAL

ABOUT

Get Facts. Get Going. is Brand USA's travel confidence platform, designed to cut through misinformation and connect international travelers to the clear, reliable, and official information they need to plan a trip to the United States.

This toolkit provides guidance on how the campaign comes to life across voice, visual identity, cobranding, photography, social media, and other key applications. Whether you're creating content, developing communications materials, selecting imagery, or building media assets, every touchpoint should reflect the campaign's clear, confident, and welcoming approach to travel guidance.



GET FACTS. GET GOING.

HELPING TRAVELERS PLAN WITH GREATER CONFIDENCE

Global interest in travel to the United States remains strong, with travelers drawn to the country's iconic destinations, major events, outdoor experiences, culture, entertainment, and road trips.

Through campaigns like America the Beautiful, Brand USA continues to build international awareness and inspire travelers to explore the full range of experiences the United States has to offer. As travelers move from inspiration to planning, many are looking for clear, reliable information about the travel process and what to expect when arriving in the United States. Too often, that information can be misinterpreted, outdated, or inconsistent across online sources and social channels.

In alignment with its remit under the Travel Promotion Act, Brand USA created Get Facts. Get Going. to help international travelers access clear, accurate, and up-to-date information about travel to the United States. The platform connects travelers to verified official sources and practical guidance, helping them plan with greater clarity and confidence. It is designed to evolve over time, addressing common questions, misperceptions, and timely travel topics as they arise.

WHY THIS MATTERS NOW

Confidence influences travel decisions. When travelers encounter conflicting information online, it can create hesitation during trip planning.

Get Facts. Get Going. gives Brand USA and its partners a shared resource to address those moments with clear, factual, and consistent information.

THE ROLE OF OUR PARTNERS

Across destination websites, social channels, newsletters, media interactions, and traveler-facing materials, partners help shape how international audiences understand and prepare for travel to the United States.

THIS TOOLKIT WAS DEVELOPED TO HELP PARTNERS:

- Address traveler questions and misperceptions
- Share practical, verified travel information
- Direct audiences to official sources
- Maintain consistency across channels and markets
- Support traveler confidence ahead of major events

PARTNER USE & BEST PRACTICES

Use Get Facts. Get Going. as a reference point for addressing common questions and misperceptions about travel to the United States. The platform is designed to evolve over time, serving as a hub for up-to-date answers, verified sources, and practical guidance related to planning travel to and arriving in the United States.

Whether you're a destination organization, travel trade partner, or corporate partner, use the approved language and sources provided through Get Facts. Get Going. wherever possible. The goal is to help your audiences access accurate information and trusted sources related to travel to the United States.

USING THIS PLATFORM RESPONSIBLY

Get Facts. Get Going. is a resource for traveler clarity and planning confidence. It should not be used to debate policy, interpret individual traveler circumstances, or provide legal or immigration advice.

WHEN USING THE PLATFORM:

- Keep the focus on traveler planning and preparedness
- Use approved platform language wherever possible
- Rely on sources recommended or referenced by the platform
- Maintain an unbiased, apolitical tone
- Correct misperceptions briefly and factually
- Direct travelers to [VisitTheUSA.com/Entry](https://www.visittheusa.com/entry) as it drives to approved official government sources for current requirements and guidance
- Avoid repeating misinformation in unnecessary detail

DO NOT USE THE PLATFORM TO:

- ✗ Debate or defend U.S. policy
- ✗ Interpret visa, immigration, or entry decisions
- ✗ Speculate on policy changes or political developments
- ✗ Respond to political commentary
- ✗ Use unofficial sources as proof points
- ✗ Create new claims or guidance not supported by the platform

APPROVED MESSAGING & SOURCES

Use the common misperceptions below to help international travelers find clear, reliable information, access official resources, and better understand what to expect at every stage of their journey, so they can feel informed, prepared, and confident as they begin planning their trip.

MISPERCEPTION

Am I still welcome to visit the United States as an international traveler?

APPROVED MESSAGING

International visitors are welcome in the United States. Millions of travelers visit the United States each year for vacations, business, family visits, major events, and experiences they can only have here. Before you travel, check the documents you need and review official guidance so that you feel ready for your trip.

BEFORE YOU GO

For your next trip, check whether you need a visa or ESTA, and review entry information before you depart [here](#).

Do I need to pay a \$250 Visa Integrity Fee in addition to standard visa fees?

A proposed Visa Integrity Fee is not currently being collected. Some travelers may be eligible to visit the United States through the Visa Waiver Program with an approved ESTA. Others may need to apply for a visitor visa. Fees can depend on your visa type, nationality, and where you apply, so always check official United States government sources before paying any fee.

Confirm which travel authorization you need and what fees apply [here](#).

Do ESTA applications require me to disclose all of my social media activity?

The ESTA application does not require access to your social media activity. Applicants may voluntarily provide social media identifiers or handles, but passwords, private messages, and full account access are not required. Apply only through the official ESTA website and review all application questions carefully.

For guidance on applying for and submitting your ESTA application, visit the official ESTA website [here](#).

I've heard visa wait times are too long and appointments are unavailable. Can I still plan a trip to the United States?

Visa wait times vary by location and can change, but many travelers successfully plan trips to the United States every year. In fact, the U.S. Department of State issued more than 11 million visas last year, and there are more travel-ready U.S. visa holders worldwide than ever before. To plan ahead, check appointment availability early and follow guidance from the U.S. embassy or consulate where you intend to apply. Current visa wait time information is available online, and new appointments may be added regularly.

Check current visa wait times through the United States embassy or consulate where you plan to apply. You can find more information about visas [here](#).

I've heard the entry process to the United States can be stressful or confusing for international travelers. What happens when I arrive?

International travelers go through standard arrival steps when entering the United States, including passport review, questions about your trip and customs processing. For most travelers, the process is routine, and United States Customs and Border Protection uses technology to make arrival and departure more efficient at many airports. It is exceptionally rare for travelers to be referred for additional review. Knowing what to expect, having your documents ready and reviewing arrival guidance before you travel can help make the process feel more straightforward.

Review arrival guidance and keep your passport, visa or ESTA, trip details, and accommodation information easy to access. Learn more about arrival in the United States [here](#).

Do international visitors have to pay higher fees at all National Parks in the United States?

Most National Park Service sites and other public lands do not charge entrance fees. A \$100 nonresident fee is now being collected at 11 of the most visited National Parks. Check the park you plan to visit before you go so you know what to expect.

Check entrance fees and pass options for the specific park you plan to visit [here](#).

APPLYING THE PLATFORM IN-MARKET - DESTINATION PARTNERS

Use the toolkit materials to communicate directly with travelers, helping them find and engage with Get Facts. Get Going. on [Get Facts. Get Going. - Visit The USA.](#)

The webpage should be the primary destination for travel guidance. Toolkit assets, including approved messaging, logos, video, social content, and other creative materials, should be used to point travelers to the page and reinforce consistent information across your channels.

WEBSITE & FAQ

Add the Get Facts. Get Going. logo, approved messaging, and direct links to the VisitTheUSA.com/Entry page on travel planning, FAQ, visa, entry, arrival, major event, or visitor information pages.

NEWSLETTERS

Include approved messaging, creative assets, and links to the page in pre-trip, seasonal, and campaign emails.

Position it as a helpful planning resource before travelers book or depart.

MEDIA & SPOKESPEOPLE

Use approved messaging and source guidance from the platform in talking points, briefing materials, and responses to travel planning questions.

Direct media or audiences to the page for more information.

SOCIAL MEDIA

Use approved social copy, graphics, and video to direct travelers to the VisitTheUSA.com/Entry page.

For comments or direct messages, respond briefly with factual guidance and link to the relevant page or source.

TRADE COMMUNICATIONS

Share the page and toolkit materials with tour operators, travel advisors, airlines, and other travel trade contacts so they can point travelers to the same source of information.

PLANNING & CONTENT

Add links to the page alongside destination inspiration, routes, booking prompts, arrival tips, and practical planning content.

Use approved assets to introduce the platform and send travelers to VisitTheUSA.com/Entry. Keep calls to action simple, such as “Get the facts before you go.” or “Plan with confidence.”

SAMPLE COPY FOR DESTINATION PARTNERS

SOCIAL MEDIA

SAMPLE POSTS

Post 1

Planning a trip to the United States? Get Facts. Get Going. helps international travelers find clear, trusted information about visas, entry, arrival, park fees, and more.

Post 2

Before you travel to the U.S., make sure you know where to find trusted information. Get Facts. Get Going. connects travelers to official sources and practical guidance.

Post 3

There is a lot of travel information online. Not all of it is accurate. Use Get Facts. Get Going. to check misperceptions and find trusted guidance.

NEWSLETTER

FEATURE COPY

Before your next trip to the United States, make sure you have the facts. Get Facts. Get Going. helps international travelers find trusted information about visas, ESTA, entry, arrival, park fees, and major event travel. Visit the platform for clear guidance and links to official sources before you go.

Start planning: [VisitTheUSA.com/Entry](https://www.visittheusa.com/entry)

WEBSITE

FEATURE COPY

Planning a trip to the United States? Visit Get Facts. Get Going. for trusted information about visas, entry, arrival, park fees, major events, and other common travel questions.

Learn more: [VisitTheUSA.com/Entry](https://www.visittheusa.com/entry)

APPLYING THE PLATFORM IN-MARKET – TRAVEL TRADE & CORPORATE PARTNERS

Use the toolkit materials to direct customers, members, partners, and other audiences to Get Facts. Get Going. on [Get Facts. Get Going. - Visit The USA.](#)

The webpage should be the primary destination for travel guidance. Toolkit assets, including approved messaging, logos, video, social content, and other creative materials, should be used to direct audiences to the page and reinforce consistent, fact-based information across your channels.

TRADE COMMUNICATIONS

Share the page and toolkit materials with travel advisors, tour operators, wholesalers, airline partners, and frontline customer-facing teams.

Encourage partners to use Get Facts. Get Going. as a trusted source when answering common questions about travel to the United States.

CUSTOMER COMMUNICATIONS

Include approved messaging, creative assets, and links to the page in customer emails, booking confirmations, pre-departure communications, and traveler resources.

Position the platform as a helpful source of practical travel information before travelers book or depart.

MEDIA & SPOKESPEOPLE

Use approved messaging and source guidance from the platform in talking points, briefing materials, and responses to travel planning questions.

Direct media or audiences to the page for more information.

SOCIAL MEDIA

Use approved social copy, graphics, and video to direct audiences to the [VisitTheUSA.com/Entry](#) page.

For comments or direct messages, respond briefly with factual guidance and links to relevant official sources where appropriate.

CORPORATE & PARTNER NETWORKS

Share approved content through partner newsletters, member communications, industry updates, intranets, and stakeholder channels.

Reinforce consistent travel information across partner networks and audiences.

EVENTS & INDUSTRY ENGAGEMENT

Incorporate links, QR codes, or references to Get Facts. Get Going. in trade shows, conferences, sales missions, webinars, and industry presentations.

Use approved assets to help audiences access trusted travel information and official sources before visiting the United States.

SAMPLE COPY FOR TRAVEL TRADE PARTNERS

SOCIAL MEDIA

SAMPLE POST

Helping customers plan a trip to the United States?

Share Brand USA's Get Facts. Get Going. platform for trusted information on entry requirements, arrival guidance, and common travel questions.

Learn more: [VisitTheUSA.com/Entry](https://www.visittheusa.com/entry)

TRAVEL ADVISOR / TOUR OPERATOR NEWSLETTER

FEATURE COPY

A trusted resource for your customers traveling to the United States

Brand USA's Get Facts. Get Going. platform provides clear, up-to-date information on visas, entry requirements, arrival guidance, and other common travel questions.

Share this resource with customers to help them access official sources and prepare confidently for travel to the United States.

Explore the platform: [VisitTheUSA.com/Entry](https://www.visittheusa.com/entry)

BOOKING CONFIRMATION / PRE-DEPARTURE EMAIL

FEATURE COPY

Before traveling to the United States, make sure you have the latest information from trusted sources.

Brand USA's Get Facts. Get Going. platform provides guidance on common travel questions, entry requirements, arrival information, and links to official resources.

Visit: [VisitTheUSA.com/Entry](https://www.visittheusa.com/entry)

SAMPLE COPY FOR CORPORATE PARTNERS

WEBSITE FEATURE COPY

SAMPLE POST

A trusted resource for travel planning

We're proud to support Brand USA's Get Facts. Get Going. platform, which helps international visitors access factual, up-to-date information about travel to the United States.

The platform provides practical guidance and connects travelers to official sources for information on visas, entry requirements, arrival guidance, and other common travel questions.

Learn more: [VisitTheUSA.com/Entry](https://www.visittheusa.com/entry)

CORPORATE NEWSLETTER / PARTNER UPDATE

FEATURE COPY

Supporting informed travel decisions

Brand USA's Get Facts. Get Going. platform helps travelers access factual, up-to-date information about travel to the United States.

The resource addresses common travel questions and connects visitors to official sources for visas, entry requirements, arrival information, and more.

We encourage customers and partners to use this resource when seeking trusted travel information.

Explore the platform: [VisitTheUSA.com/Entry](https://www.visittheusa.com/entry)

INDUSTRY ASSOCIATION / MEMBER COMMUNICATION

FEATURE COPY

Trusted travel information for your members and audiences

Brand USA's Get Facts. Get Going. platform helps international visitors access factual, up-to-date information about travel to the United States.

The platform connects audiences to verified official sources and practical travel guidance, helping organizations share consistent, trusted information across their networks.

We encourage members, partners, and stakeholders to explore and share this resource with travelers seeking information about visiting the United States.

Learn more: [VisitTheUSA.com/Entry](https://www.visittheusa.com/entry)

STONE ISLAND



OUR VOICE IN THREE WORDS

Clear. Trusted. Human.

We are the informed, accessible guide that helps international travelers move forward with clarity.

Our voice is calm, credible, and confident without sounding corporate or overly promotional. Every interaction should help travelers feel informed, at ease, and ready to go.

WE ARE / WE ARE NOT

WE ARE SOLUTIONS-ORIENTED, NOT POLITICAL.

Our role is to guide travelers to official sources and share clear, factual, and neutral information. We address common misperceptions with accurate, practical context. We do not defend, interpret, or advocate for U.S. policy.

We don't say:

The administration's new policy means travelers should be aware that...

We say:

Check the official U.S. government source for the most current entry requirements.

WE ARE REASSURING, NOT DEFENSIVE.

Our role is to reduce uncertainty, not debate it. We never dismiss traveler concerns. Instead, we provide clear, credible guidance that helps travelers plan with confidence. We speak directly and personally, using “you” and “your” to keep information relevant and easy to navigate.

We don't say:

Despite what you may have heard, the USA is open.

We say:

International visitors are welcome in the United States.

WE ARE DIRECT, NOT CLINICAL.

Information should feel accessible, not bureaucratic. We use plain language, short sentences, and clear structure. We never hide behind jargon or over-qualify. If something is straightforward, we say it that way.

We don't say:

Travelers are encouraged to consult official government resources to ascertain applicable fee structures prior to submission.

We say:

Always check official United States government sources before paying any fee.

WE ARE / WE ARE NOT

WE ARE EMPOWERING, NOT INSTRUCTIONAL.

We are here to inform, not to lecture.

Every piece of copy should leave the traveler feeling more capable and more confident. We trust our audience to make good decisions when they have the right information.

We don't say:

You must check your visa requirements before traveling.

We say:

Check the documents you need and review official guidance so that you feel ready for your trip.

WE ARE OPTIMISTIC, NOT DISMISSIVE.

We believe travel to the United States should feel exciting and within reach.

Our optimism is grounded and welcoming, never exaggerated or overly promotional. We help travelers feel informed, prepared, and ready to go.

We don't say:

The USA is the greatest destination on earth, don't let fake news stop you!

We say:

Planning your trip to the United States should feel exciting, not confusing.

WE ARE HELPFUL, NOT TRANSACTIONAL.

Every interaction should feel like genuine guidance. We always tell travelers what to do next, where to go, and what to look for. We leave no one stranded wondering what to do with the information we've given them.

Anchor every correction in an official U.S. government source wherever possible.

We don't say:

For more information visit our website.

We say:

Check current visa wait times through the United States embassy or consulate where you plan to apply.



WHO ARE WE WRITING FOR

International travelers who are genuinely interested in visiting the United States but have encountered confusing, conflicting, or inaccurate information during their research. They just need someone to cut through the noise and point them in the right direction, clearly and confidently.

Our messaging should apply broadly to international travelers without overstating or over-narrowing policy impact. Avoid implying that policies apply to all travelers, and avoid overly specific scenarios that limit relevance.

LOGO LOCKUP

A photograph of an airport terminal during sunset. The scene is filled with the silhouettes of people walking through the terminal. In the center, a sign reads "Domestic Departures" with a green arrow pointing right. The sky is a warm, golden color, and the overall atmosphere is one of movement and travel.

The Get Facts. Get Going. logo is designed to inspire action by moving travelers from myths to realities. It helps demystify misconceptions about travel to the USA by encouraging audiences to seek clear, reliable information and feel more confident taking the next step in their journey.

MAIN LOCKUP



MAIN LOGO LOCKUP

Use this version when the tagline is not needed or when space is limited. It keeps the logo simple, clear, and easy to read.



TAGLINE LOGO LOCKUP

Use this version when the tagline is legible and there is enough space to maintain clear visibility. Avoid using it at small sizes where the tagline may be hard to read.

COLORS

Our color palette is the one we use in the different elements of the logo: cyan and blue for the top and bottom of the ribbon, dark blue in the middle, and white for the typography.



DARK BLUE
HEX: 101F36
RGB: 16, 31, 54
CMYK: 70.4%, 42.6%, 0%, 78.8%

BLUE
HEX: 23549B
RGB: 35, 84, 155
CMYK: 77%, 46%, 0%, 39%

CYAN
HEX: 4CA6DB
RGB: 76, 166, 219
CMYK: 65%, 24%, 0%, 14%

DIGITAL LOGO COLOR USE

The logo color variations include the main color, white, and dark blue. Use the approved combinations to ensure proper contrast, consistency, and alignment with the visual identity system.

For social media, black-and-white logo versions are not permitted in either lockup or cobranding configurations. The approved white version may be used when paired with blue typography for sufficient contrast.



PRINT LOGO COLOR USE

The black-and-white logo versions are reserved for applications outside of social media, including print materials, stationery, merchandise, and other offline or production-related uses where limited color reproduction is required.

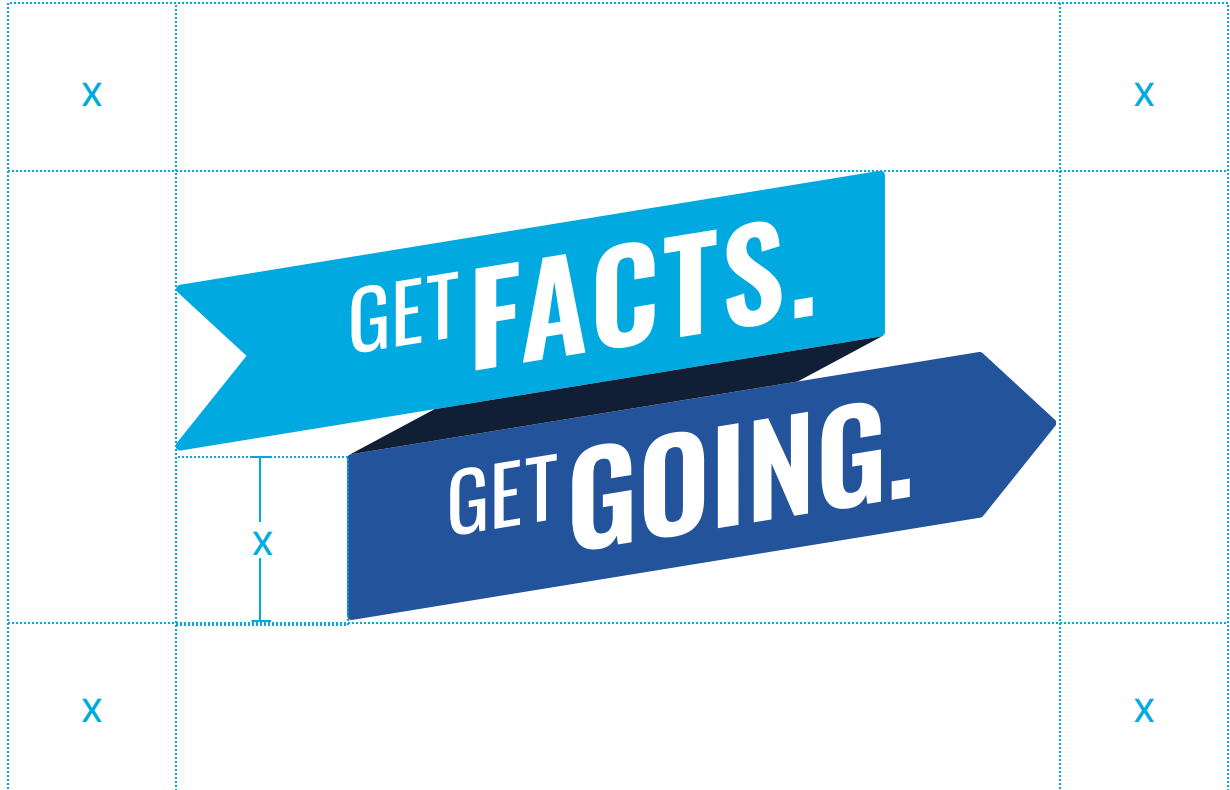
The black version should only be used in one-color applications where a single ink is mandatory and sufficient contrast against the background can be ensured. Always choose the version that provides the clearest legibility and strongest contrast for the specific application.



SPACING & SIZING

Proper clear space allows for the GET FACTS. GET GOING. Logo to always be clear and legible.

It is important for there to be a minimum amount of space (X height) around the logo to ensure that it is separated from headlines, copy, or imagery.



MINIMUM SIZE

Always use your best judgment when scaling identity elements. Though application size will vary, avoid using each smaller than the following amount.

MAIN LOGO LOCKUP



TAGLINE LOGO LOCKUP



LOGO USAGE

The lockup should always be used as provided to preserve clarity, consistency, and recognition across all applications.

Do not stretch, distort, rotate, recolor, rearrange, or alter the lockup in any way, as this can affect legibility and weaken the campaign's visual identity.

DO'S & DON'TS



Do not use unauthorized colors for the logos



Do not use drop shadows or effects on the logos



Do not outline the logos



Do not distort or stretch the logos



Do not skew or rotate the logo



Do not reposition logo elements

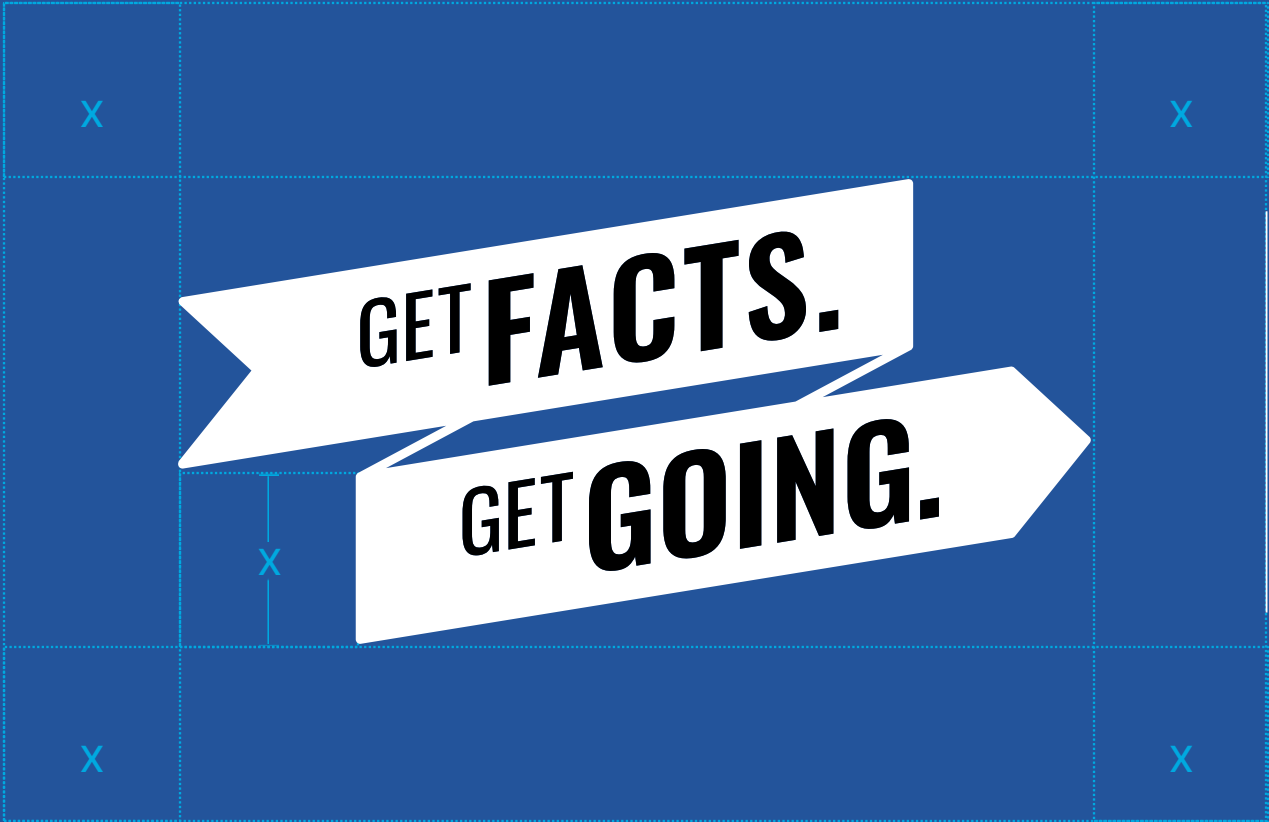
COBRANDING

Cobranding is used to create a clear relationship between the platform and Visit The USA brand. It helps establish trust, credibility, and context while ensuring all brand marks appear balanced, legible, and visually aligned within the same communication.

SPACING & SIZING

When applying cobranding, use the main logo lockup without the tagline and follow the approved spacing, sizing, and alignment guidelines.

The tagline may appear separately in messaging, headlines, or supporting copy, but not within the cobranding configuration. If the Visit The USA brand mark is already visible elsewhere, use only the main logo lockup to avoid repetition.



DIGITAL LOGO COLOR USE

The logo color variations include the main color, dark blue, and white. Use the approved color combinations to ensure proper contrast, consistency, and alignment with the visual identity system.

For social media, black-and-white cobranding versions are not permitted. The approved white version may be used when paired with blue typography for sufficient contrast.



VISIT THE
USA



VISIT THE
USA



VISIT THE
USA

PRINT LOGO COLOR USE

The black-and-white logo versions are reserved for applications outside of social media, including print materials, stationery, merchandise, and other offline or production-related uses where these variations are more appropriate.



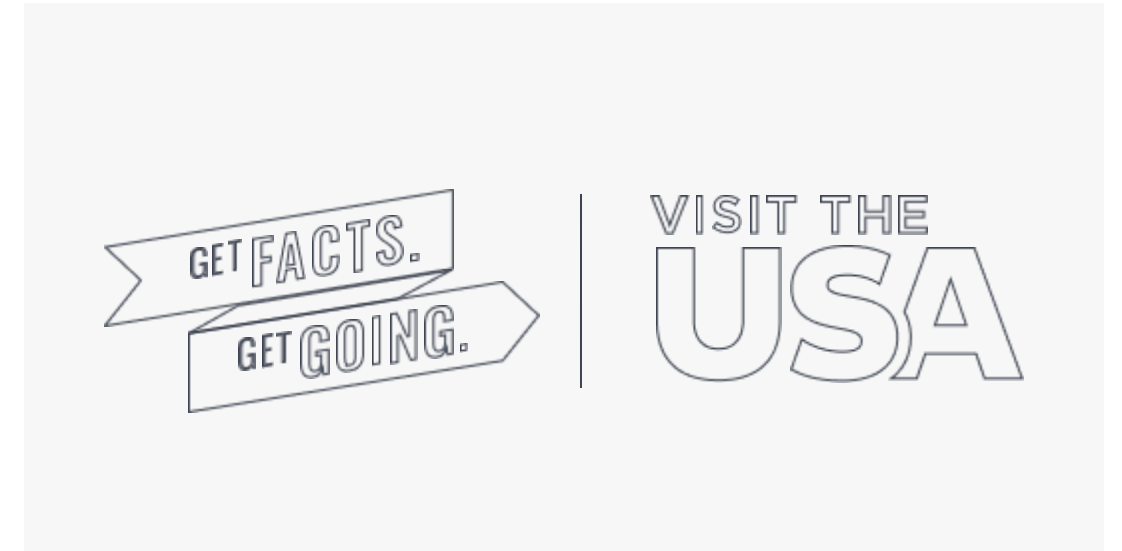
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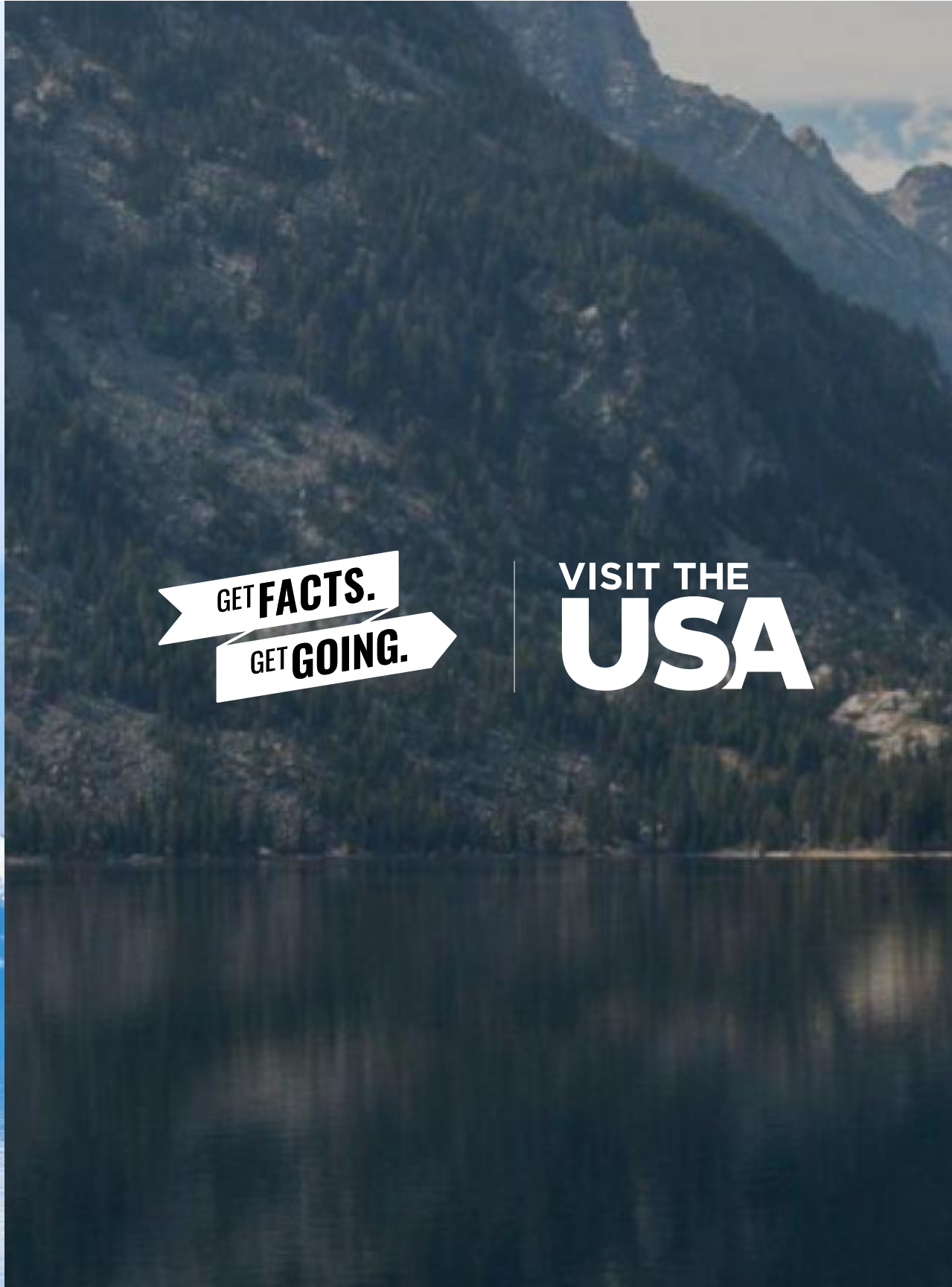


Do not skew or rotate the logo



Do not reposition logo elements

COBRANDING EXAMPLES



PHOTOGRAPHY

Imagery should capture the emotional feeling of being informed, welcomed, and ready to go, featuring modern international travelers in relatable "arrival-to-the-USA" moments. The visual world should feel contemporary yet cinematic, human, globally inclusive, and emotionally real.

We prioritize moments of movement, ease, and connection over polished tourism advertising or overly transactional travel imagery. The focus is not the logistics of travel, border control or bureaucracy, but the confidence and excitement that comes with taking the trip.





PHOTOGRAPHY PRINCIPLES

HUMAN-CENTERED

Prioritize imagery where people, emotion, or human presence anchor the moment, even when showcasing travel environments, movement, or iconic American settings.

IN MOTION

Favor imagery with movement, momentum and on-the-go energy.

EMOTIONALLY REAL

Seek natural interactions over posed or over-stylized moments.

CALM & CONFIDENT

Images should feel welcoming, easy, and grounded, never tense, chaotic, or overly dramatic.

CINEMATIC LIFESTYLE

Lean into visually elevated photography with cinematic framing, atmospheric light, and layered composition that feels modern and immersive.

DO'S

- Show globally diverse travelers and family types capturing authentic moments of movement, arrival, and connection
- Use warm, natural light and contemporary environments
- Prioritize candid interactions and emotional moments
- Include visual cues of travel and journey (airports, transit, luggage, terminals, arrivals) that are location-agnostic or USA-specific
- Create feeling of ease, confidence, and possibility
- Balance utility with aspiration



DON'TS

- Depict stress, confusion, scrutiny, or travel difficulty
- Use overly staged, corporate, or brochure-like photography
- Use cold, sterile, or security/surveillance-style travel imagery
- Rely on outdated travel clichés, generic stock-photo setups, or artificial social filters/effects
- Feature empty environments where infrastructure becomes the focus over people or emotion
- Include American passports, USA-issued travel documents, or any country-specific passports
- Lean into backpacking, low-cost travel tropes, or overly utilitarian travel aesthetics
- Use visual shorthand that feels outdated or overly functional (paper maps, excessive document close-ups, etc.)
- Feature locations or visual cues that clearly feel outside the USA



Stress or anxiety-driven moments



Generic or staged stock photography



Image filters



USA or country specific passports



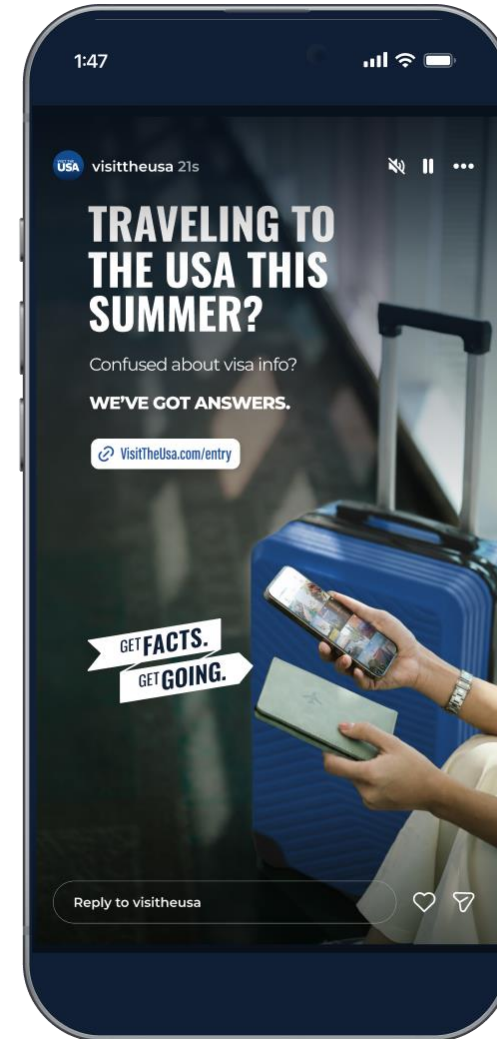
Security visuals



Non-USA locations:

DIGITAL

Logo placement should consider platform-specific safe zones and interface elements to ensure the logo remains visible, legible, and unobstructed across all social media formats. When suitable for the composition, lower-centered placement may also be used for better balance and clarity.



GENERAL APPLICATIONS

Logo placement should follow a consistent positioning system across applications. Preferred placements are the upper-left and lower-right corners of the composition for stronger visual balance and alignment, while allowing flexibility based on format and safe-zone needs.

SOCIAL MEDIA CHANNELS

Logo placement should consider platform-specific safe zones and interface elements to ensure the logo remains visible, legible, and unobstructed across all social media formats, both organic and paid. When suitable for the composition, lower-centered placement may also be used for better balance and clarity.

CLOSING FRAMES AND END CARDS

For video applications and end cards, the logo may be centered within the composition when supported by sufficient clear space and a balanced layout.

FACEBOOK

For Facebook placements, follow the safe zones shown to ensure the logo, cobranding, and key messaging remain clear and legible across both paid social and organic formats. Keep important visual elements away from platform interface areas, captions, and cropping zones to maintain consistency across Feed, Stories, and Reels.

REELS



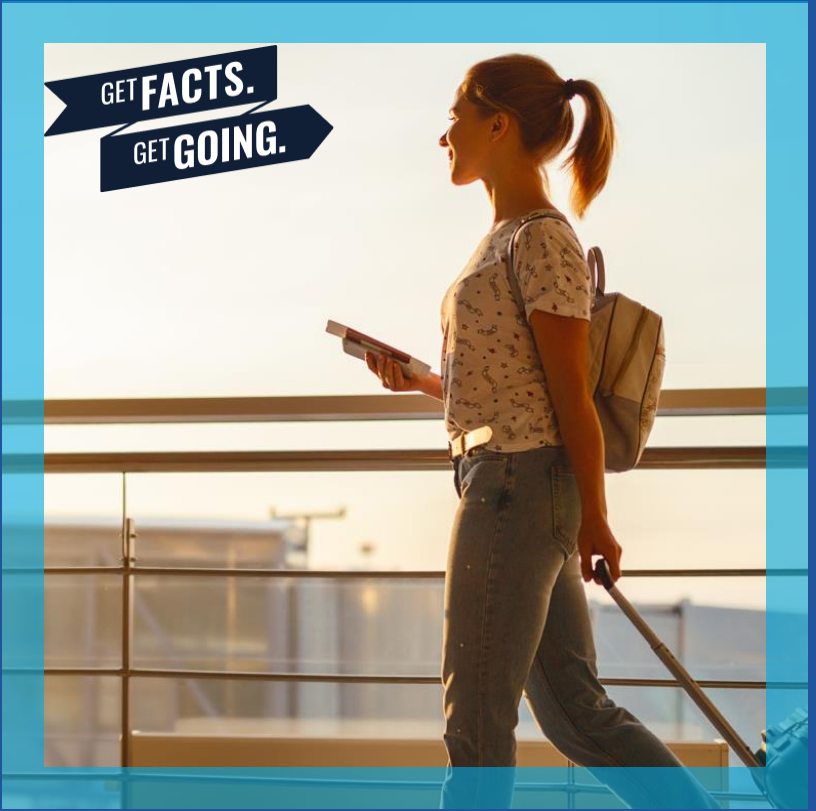
9:16
1080*1920 px

PORTRAIT



4:5
1080*1350 px

SQUARE



1:1
1080*1080 px

INSTAGRAM

For Instagram placements, follow the safe zones shown to maintain visibility across both organic and paid social formats, including Feed, Reels, and Stories.

STORY



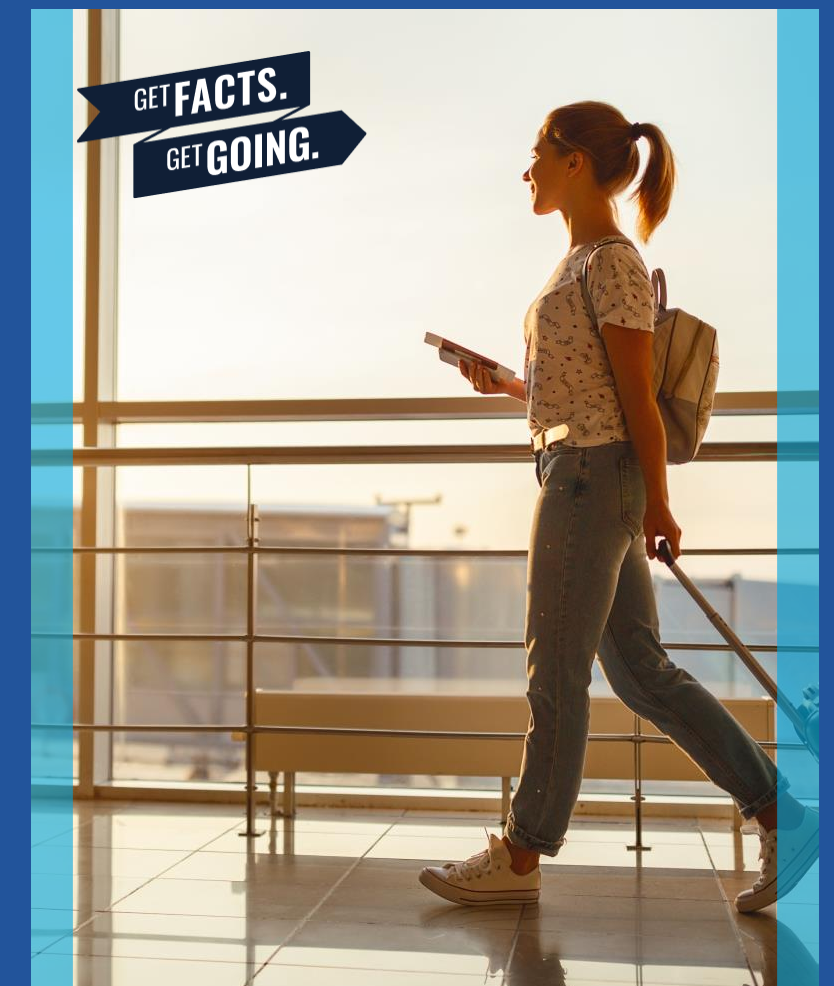
9:16
1080*1920 px

REELS



9:16
1080*1920 px

PORTRAIT



4:5
1080*1350 px

YOUTUBE SHORTS

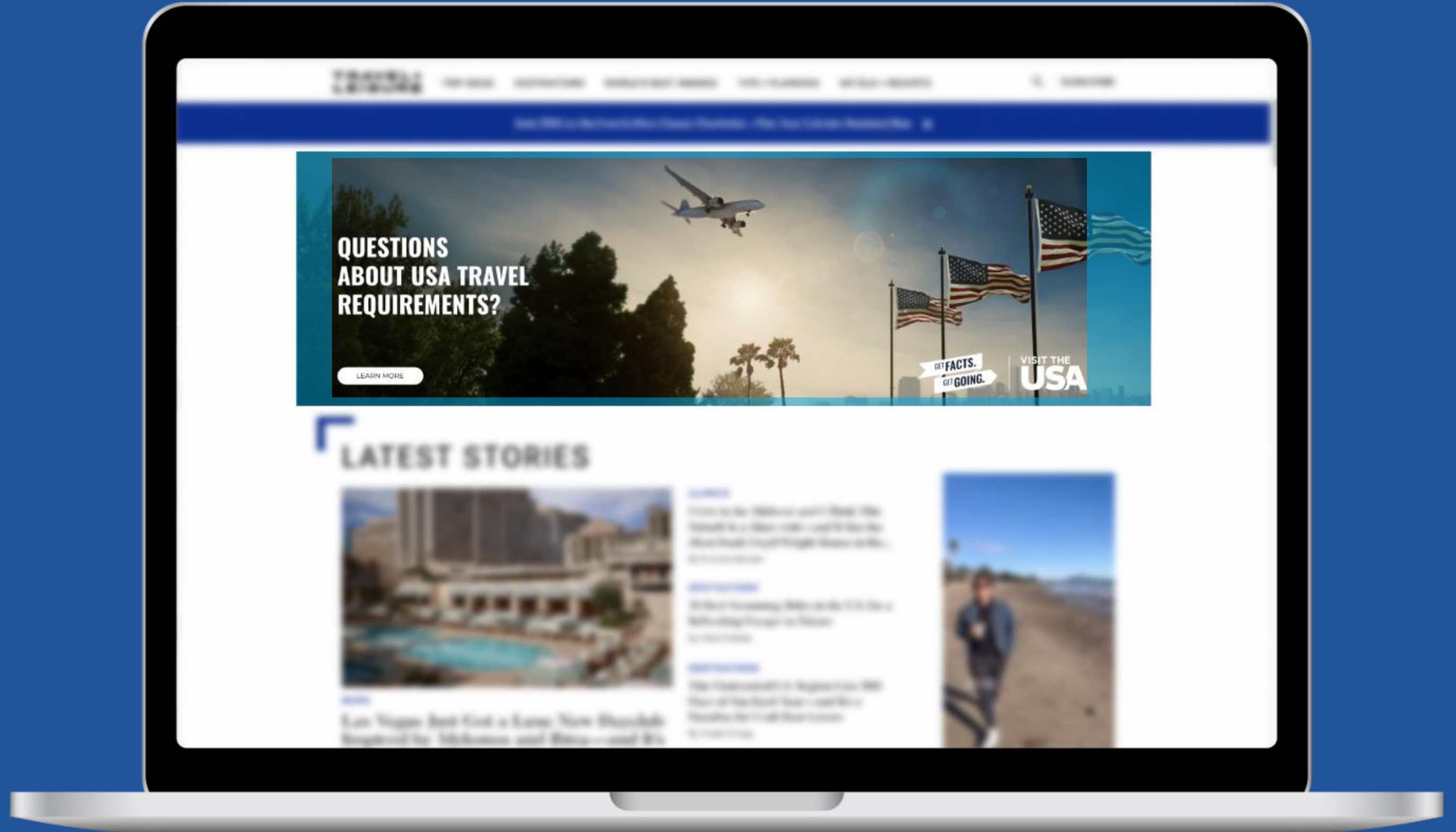
For YouTube Shorts, follow the safe zones shown to keep the logo and important visual elements clear of captions, controls, and interface overlays. These safe zones are intended for both paid and organic short-form video placements.



BANNERS

For web banner placements, follow the safe zones shown to ensure the logo, cobranding, and key messaging remain clear and legible across different banner sizes.

If the banner display already includes the cobranding outside of the image, cobranding does not need to be added within the image itself.

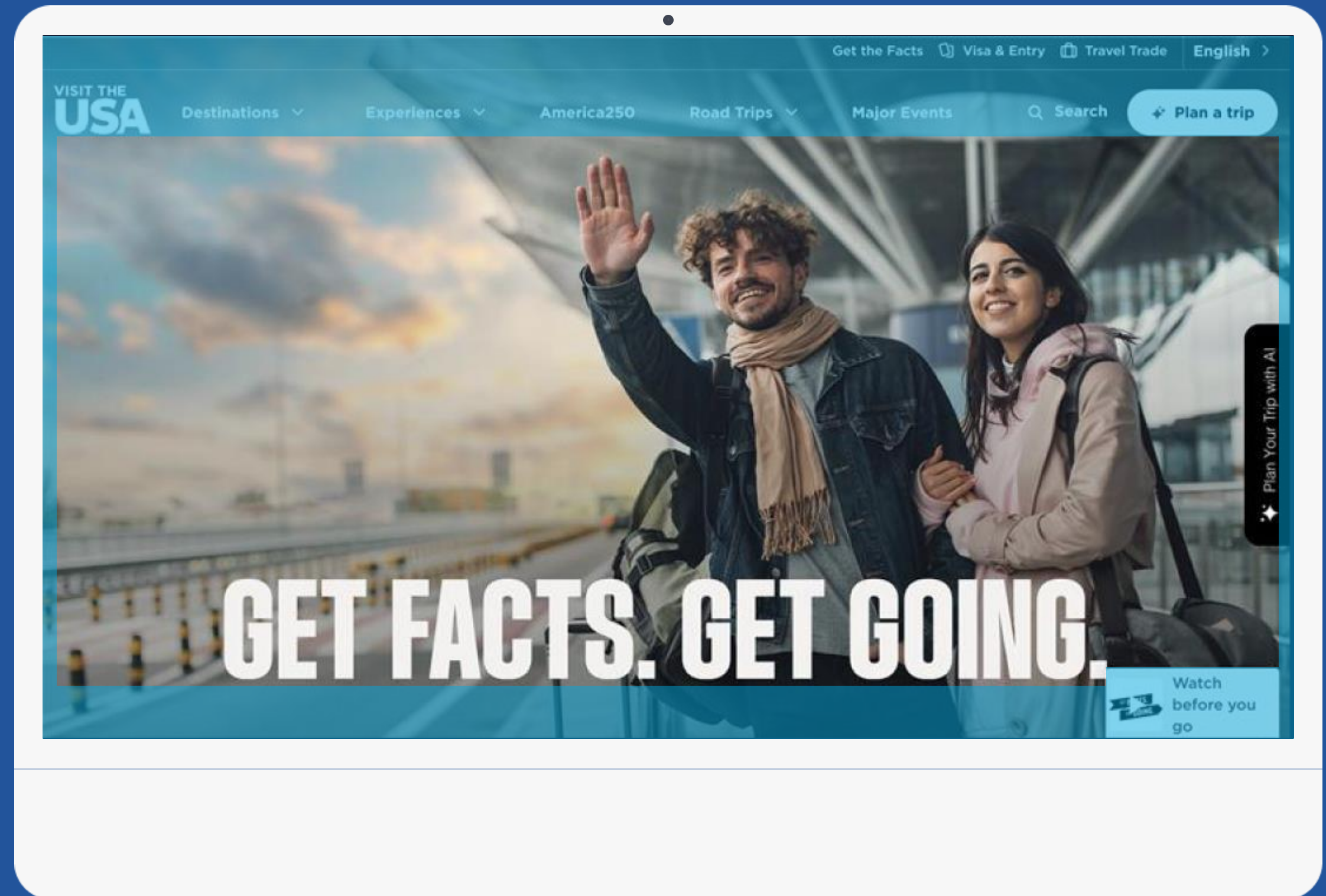


OFFICIAL WEBSITE

For main website placements, the campaign message should be integrated clearly within the page experience while maintaining strong visibility and legibility.

Use the approved lockup or campaign headline in a way that complements the existing website branding and does not compete with navigation, calls to action, or key content.

If the website header or page display already includes the partner brand mark, cobranding does not need to be repeated within the campaign image. Keep the layout clean, focused, and easy to read across desktop and mobile experiences.



THANK YOU

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