



IDEAL



Certified
Sustainable
Destination

BRANDING TOOLKIT

Logos, colors, use cases,
and best practices

BRECKENRIDGE, CO

CONTENTS

DOWNLOAD ALL ASSETS

 Click/tap on content to jump to page

Logos

Logo Meaning.....	03
Logo Anatomy.....	04
Standard Logos.....	05
Destination Name Logos.....	06

Colors

Hero + Accent Colors.....	07
---------------------------	----

Use Cases

Logo Lockups.....	08
Email Signatures.....	09
Email Marketing + Websites.....	10
Print + Social Marketing.....	11
Eco-friendly Swag.....	12
Window Clings.....	13



LOGOS

Logo Meaning

Name: The word IDEAL is an acronym representing the certification program's core pillars of innovation, diversity, empowerment, authenticity, and lifestyle. The straightforward tagline qualifies your city, town, or municipality as a Certified Sustainable Destination.

Symbolism: The typography and dynamic leaf icon give the IDEAL brand a friendly, light, and modern tone. Together, the arrow and leaf symbolize eco-minded travel, responsible growth, and environmental stewardship.

Colors: The bright green and deep teal colors reflect the IDEAL brand's focus on sustainability and leadership. Green represents nature, growth, harmony, and renewal. Teal represents wisdom, care, balance, and clarity.



LOGOS

Logo Anatomy

Logo Type: The logo type includes the name of the certification program, IDEAL. This element should not be separated from the logo mark or used in tandem with any other program names, marks, or symbols.

Logo Mark: The dynamic leaf logo mark should most often appear locked up with the IDEAL logo type, though it can be used separately to boost brand awareness in some cases. Avoid using the logo mark in direct association with text other than IDEAL or Certified Sustainable Destination.

Tagline: The tagline communicates the capacity in which IDEAL is certifying your destination. This element should not be used in tandem with any other program names, locations, or municipalities. However, the tagline may be typeset and used as a hero headline in brand awareness or marketing campaigns promoting the certified destination.



LOGOS

DOWNLOAD LOGO KIT

Standard Logos

The standard IDEAL logo kit includes stacked and inline logo arrangements in color, white, and black. Each variation is available in four standard file formats, for either print or digital use:

PNG

JPG

Made for web and other digital applications

EPS

PDF

Intended for print, signage, apparel, etc.

Best Practices: Use this logo exclusively with your destination logo for marketing and PR campaigns. Do not use this logo without your destination logo or a Breckenridge, CO qualifier in direct context. Select either the stacked or inline version based on which orientation best compliments your destination logo.

[Click here](#) and jump to pages 8-9 for logo lockups including your destination logo.

Stacked Logos



Inline Logos



Note: JPG format not available for white logo artwork



LOGOS

DOWNLOAD LOGO KIT

Destination Name Logos

The destination name logo kit includes stacked and inline logo arrangements in color, white, and black. Each variation is available in four standard file formats, for either print or digital use:

PNG

JPG

Made for web and other digital applications

EPS

PDF

Intended for print, signage, apparel, etc.

Best Practices: Use this logo as either hero or secondary content for marketing and PR campaigns. Select the square, stacked, or inline version based on available space.

[Click here](#) and jump to pages 10-13 for use cases featuring this logo.

Stacked 1



Stacked 2



Inline



COLORS

Hero + Accent Colors

Hero Colors should be used frequently and represent the majority of color used. Use Accent Colors sparingly to call attention to important content or add visual interest.

Color specs are provided for 4 common color spaces, each intended for print or digital use:

HEX

RGB

Made for web and other digital applications

CMYK

PMS

Intended for print, signage, apparel, etc.

Hero Colors

TEAL

HEX 007d81
RGB 00/125/130
CMYK 100/30/49/08
PMS 322C

GREEN

HEX 00ae6e
RGB 00/174/111
CMYK 86/00/78/00
PMS 2251C

Accent Colors

BLUE

HEX 2eafe4
RGB 46/175/229
CMYK 68/12/00/00
PMS 2191C

YELLOW

HEX f0eb68
RGB 241/236/104
CMYK 08/00/73/00
PMS 393C

USE CASES

DOWNLOAD LOGO LOCKUPS

Lock up your logo with the IDEAL logo

Give your destination added credibility and appeal with eco-minded travelers and locals alike. Your logo lockup kit includes stacked and inline logo arrangements in color. Each variation is available in four standard file formats, for either print or digital use:

PNG

JPG

Made for web and other digital applications

EPS

PDF

Intended for print, signage, apparel, etc.

Best Practices: This lockup is intended to be used in a more subtle branding capacity to bookend ad creative or an email. Feel free to use the standard logos from page 5 to create your own logo lockups if you prefer, using black or any one color from your destination logo.

BRECKENRIDGE
C O L O R A D O

IDEAL  Certified Sustainable Destination

BRECKENRIDGE
C O L O R A D O

IDEAL  Certified Sustainable Destination

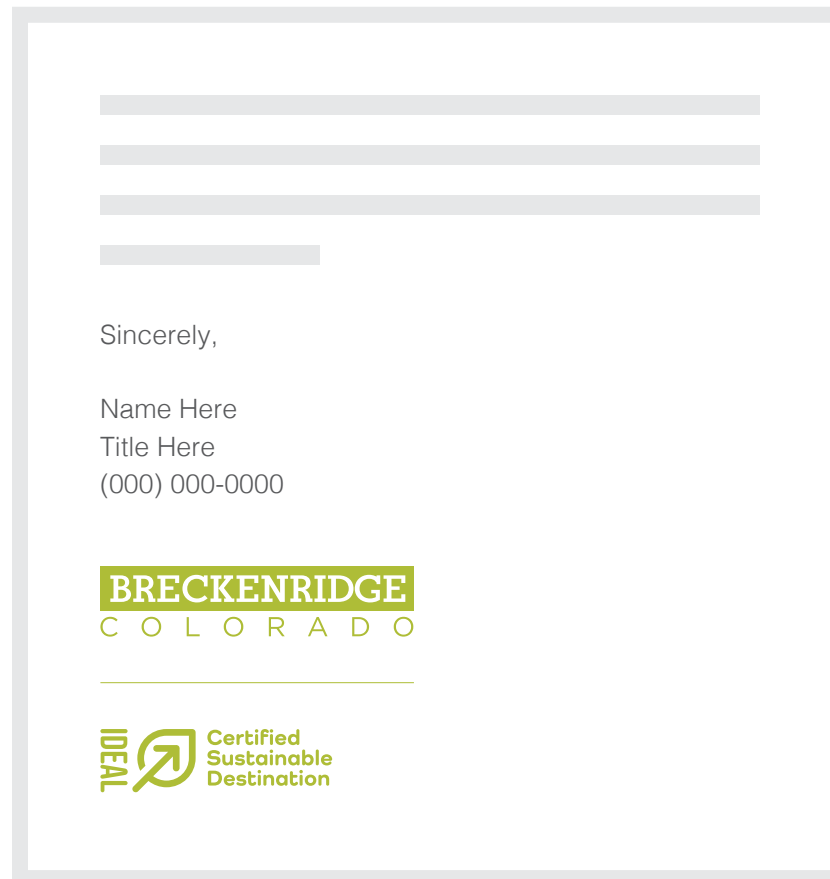
USE CASES

DOWNLOAD LOGO LOCKUPS

Use the IDEAL logo lockup in your email signature

Sign off organization-wide with an extra professional touch showcasing your commitment to sustainability and destination stewardship.

Note: Choose the PNG file type to embed the artwork in your email signature.



USE CASES

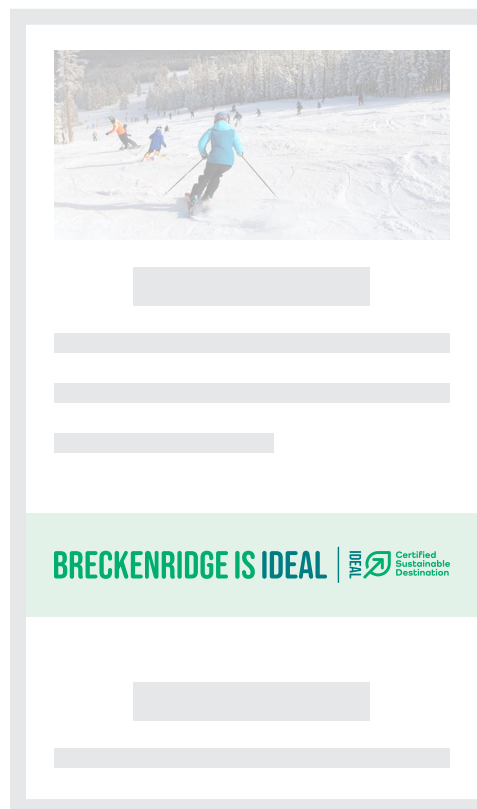
DOWNLOAD BRANDED ASSETS

Feature destination name logos in your email marketing and on websites

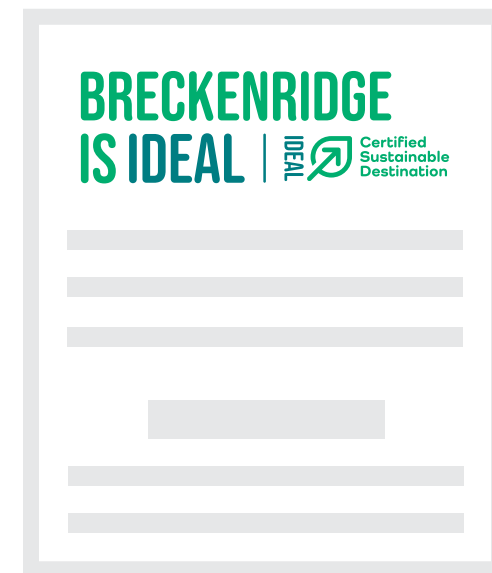
From headers and footers to banners, share the awesome news about your certification with subscribers and stakeholders by including IDEAL graphics in your email newsletters and on your website.

When used in an email as header or hero content, include text to briefly explain what the certification means. Always ensure the graphic links back to a page on your website with information about your IDEAL certification so people can learn more.

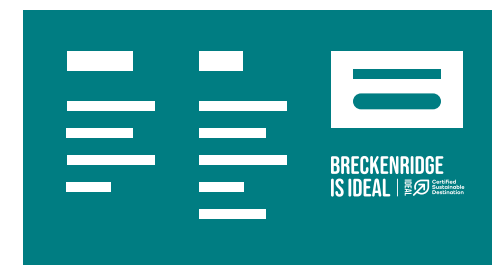
Note: Please explore other ways to use the assets, these are simply suggestions.



Email + Website Banners



Email + Website Headers



Email + Website Footers

USE CASES

DOWNLOAD BRANDED ASSETS

Use your destination name logo in print and social marketing

Promote your IDEAL certification in print and on socials using your destination name logo. When used as a headline, the phrase “Breck is IDEAL” may be separated from the tagline and/or typeset in your destination’s own branded font family. The layout at right is an example of a print ad or poster you may create with the assets in this toolkit.

For socials, be sure to include text briefly describing what the certification means. Always ensure the graphic links back to a page on your website with information about your IDEAL certification so people can learn more.

Note: Please explore other ways to use the assets, these are simply suggestions.

BRECKENRIDGE IS IDEAL



Innovation.
Diversity.
Empowerment.
Authenticity.
Lifestyle.

Experiātem dolore voluptatem quam cuptaspic to opta dolore nonecate explaborior aut officiust pore volori adiciat que mosam, illam, torrum rerferf eriorum rehente ntiant eosam qui aut laboreem cus sunt iam quunta si idus et pores et facidebis elus quis doluptas audi doluptatem re, sam es et, omnihicites eat plaborem ellis sequeaperio.

Experiātem dolore voluptatem quam cuptaspic to opta dolore nonecate.

BRECKENRIDGE
COLORADO

IDEAL Certified Sustainable Destination



Print Ads / Posters

BRECKENRIDGE
IS IDEAL | **IDEAL** Certified Sustainable Destination

Social Posts

BRECKENRIDGE
IS IDEAL | **IDEAL** Certified Sustainable Destination

Social Posts

BRECKENRIDGE
IS IDEAL | **IDEAL** Certified Sustainable Destination



Social Posts

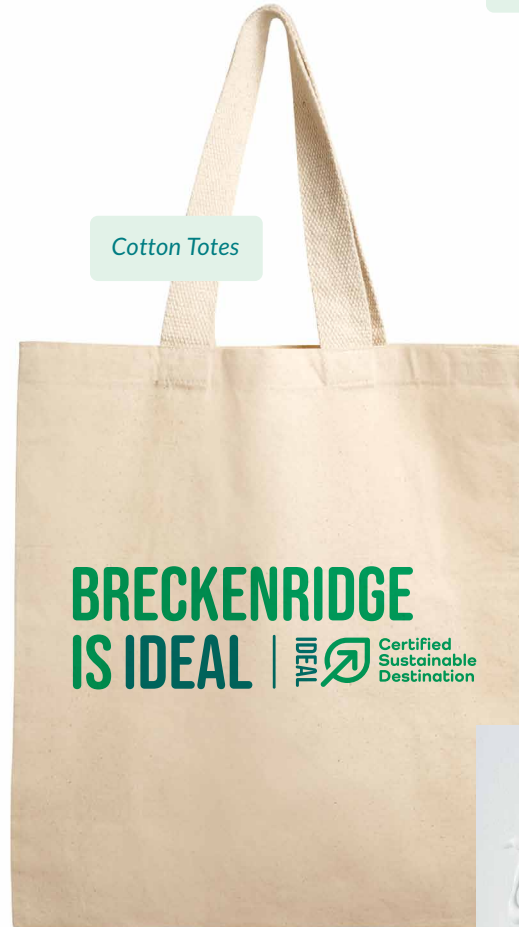
USE CASES

Create eco-friendly swag using your IDEAL destination name logo

Give visitors and locals alike something to brag about with branded eco-friendly swag. Put your destination name logo on anything— think utility plus sustainability and you can't go wrong.

Note: Please explore other ways to use the assets, these are simply suggestions.

Cotton Totes



Water Bottles



Sunscreen



Stickers

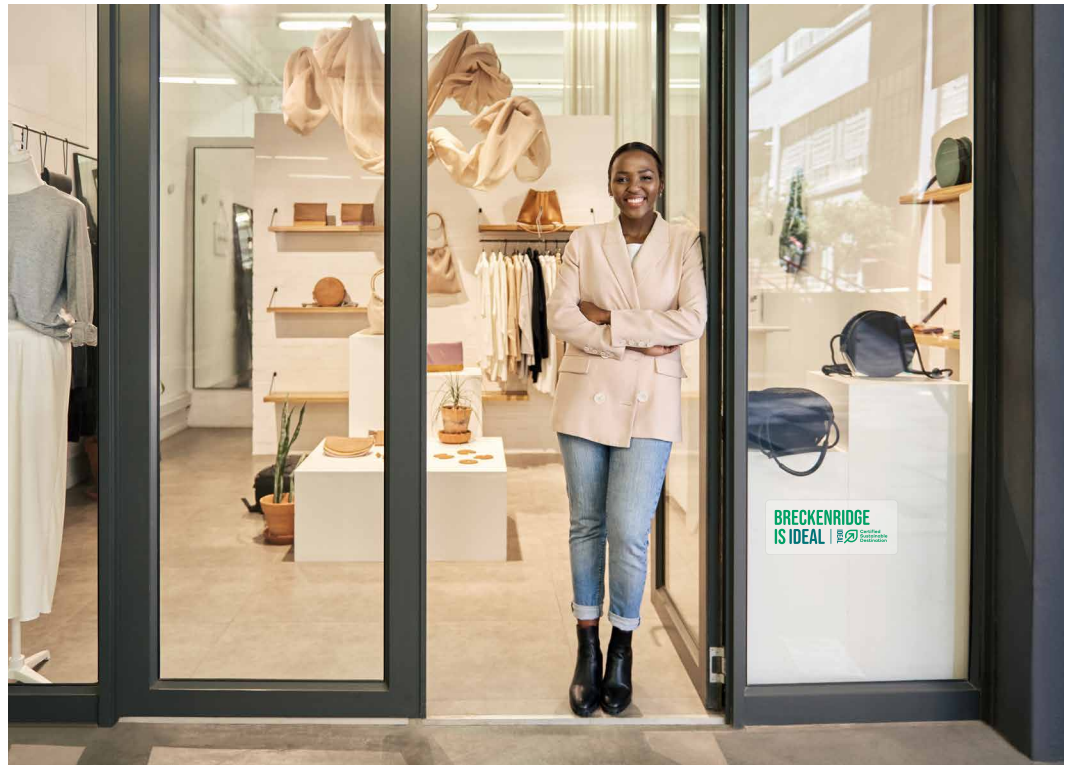


USE CASES

Provide local businesses with window clings featuring your destination name logo

Help local businesses give shoppers added piece of mind by knowing their dollars are being spent in a community with a commitment to sustainability and destination stewardship. And on the flip side, attract new businesses interested in being part of a community dedicated to a program like IDEAL.

Note: Trimmed artwork should be sized between 6"-8" in height.



BRECKENRIDGE IS IDEAL

IDEAL



Certified
Sustainable
Destination

BRECKENRIDGE
C O L O R A D O

Breckenridge Tourism Office
203 S Main St
Breckenridge, CO 80424
(970) 453-2913
onebreckenridge.com

*IDEAL is another
big idea from*

**Walking
Mountains**