



COLORADO  
COME TO LIFE

# CTO MARKETING BEST PRACTICES

The objective of CTO advertising is to maximize the tourism impact to Colorado and drive year-round visitation to all areas of the state. The overarching goal of these media opportunities is to showcase the destination and to amplify partner and product messaging within CTO brand standards.

This guide provides insight into creative best practices to ensure that marketing efforts across the state are cohesive and impactful.





# CREATIVE BEST PRACTICES

## IMAGERY GUIDELINES

- Utilize a variety of high-res and permission-granted images.
- Images should feature actions, experiences, people or activities specific to Colorado.
- Images should not include added text or graphics, unless it is warranted by the placement (Example: In a banner ad with added text).



## MESSAGING GUIDELINES

- Copy should highlight season or campaign-specific brand messaging, special offers and promotions.
- Copy should always relate to the imagery shown to create a cohesive message.
- Messaging should be concise, digestible and to the point.

## LOGOS

- The partner's logo as well as the CTO logo should both be utilized on creative when logo use is applicable.

