

# TSA Pre✓<sup>®</sup> Creative Toolkit Contents

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# Creative – Full Page Ads, Leisure



**Be There.**  
[at your best]

**TSA Pre✓**

When you enroll in TSA Pre✓®, you become part of a smarter travel experience with fewer hassles and less stress. No need to remove shoes, laptops, liquids, belts or light jackets. Our Intelligence-driven approach to security screening keeps you moving forward with confidence and peace of mind.

 Transportation Security Administration

Enroll now at [tsa.gov](https://tsa.gov)

*World Explorer Traveler*



**Be There.**  
[together]

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Family members ages 12 and under travelling with a parent or guardian who has TSA Pre✓® can accompany them in the expedited lanes.

Our Intelligence-driven approach to security screening keeps you moving forward with confidence and peace of mind. Take full advantage of the benefits and enroll your family now.

 Transportation Security Administration

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*Friends & Family*

# Creative – Full Page Ads, Business

A man in a dark suit and tie is smiling and leaning over a desk, pointing at a laptop. A woman is partially visible on the left, looking at him. The background is a bright, modern office.

**Be There.**  
[to close the deal]

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*Road Warrior*

A group of men in suits are standing in front of an American flag. One man is gesturing with his hand. The background is a blurred airport terminal.

**Be There.**  
[the first time they ring the bell]

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 Transportation Security Administration

Enroll now at [tsa.gov](https://tsa.gov)

*Premium Business*



# Creative –Full Page Ads, Gov't & Military



**Be There.**  
[within arm's reach]

TSA Pre✓

We know that you endure many hardships to defend our country and we're grateful for your service. As a member of the U.S. Armed Forces—including those serving in the U.S. Coast Guard, Reserves, and National Guard, and cadets and midshipmen of the U.S. Military, Naval, Coast Guard, and Air Force Academies—you're pre-approved for TSA Pre✓\*. Be part of a smarter travel experience with fewer hassles and less stress. No need to remove shoes, laptops, liquids, belts or light jackets.

To access your benefits, be sure to enter your DOD ID number (found on your Common Access Card) in the known traveler number field in your profile in the Defense Travel System or other travel booking site when making travel reservations to enjoy TSA Pre✓\* on both official and personal travel.



Learn more at [tsa.gov](https://tsa.gov)



**Be There.**  
[to move America forward]

TSA Pre✓

Our country is in good hands and we appreciate your service. As a civilian DOD employee—including civilian U.S. Coast Guard employees—you're pre-approved for TSA Pre✓\*. Be part of a smarter traveler experience with fewer hassles and less stress. No need to remove shoes, laptops, liquids, belts or light jackets.

To access your benefits, remember to first "opt-in" by visiting the milConnect website. Then be sure to enter your DOD ID number (found on your Common Access Card) in the known traveler number field in your profile in the Defense Travel System or other travel booking site when making reservations to enjoy TSA Pre✓\* on both official and personal travel.



Learn more at [tsa.gov](https://tsa.gov)

# Creative -- ½ Page Ads



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Family members ages 12 and under traveling with a parent or guardian who has TSA Pre✓® can accompany them in the expedited lanes.

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**Be There.**  
[together]

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 Transportation Security Administration



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[at your best]

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 Transportation Security Administration



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[to close the deal]

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 Transportation Security Administration



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**Be There.**  
[the first time they ring the bell]

Enroll now at [tsa.gov](https://tsa.gov)

 Transportation



**TSA Pre✓**

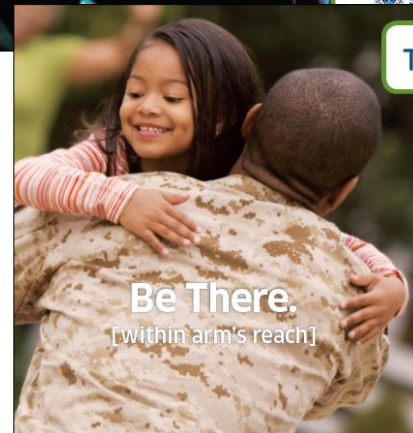
Our country is in good hands and we appreciate your service. As a civilian DOD employee—including civilian U.S. Coast Guard employees—you're pre-approved for TSA Pre✓®. Be part of a smarter traveler experience with fewer hassles and less stress. No need to remove shoes, laptops, liquids, belts or light jackets.

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**Be There.**  
[to move America forward]

Learn more at [tsa.gov](https://tsa.gov)

 Transportation Security Administration




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We know that you endure many hardships to defend our country and we're grateful for your service. As a member of the U.S. Armed Forces—including those serving in the U.S. Coast Guard, Reserves, and National Guard, and cadets and midshipmen of the U.S. Military, Naval, Coast Guard, and Air Force Academies—you're pre-approved for TSA Pre✓®. Be part of a smarter travel experience with fewer hassles and less stress. No need to remove shoes, laptops, liquids, belts or light jackets.

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**Be There.**  
[within arm's reach]

Learn more at [tsa.gov](https://tsa.gov)

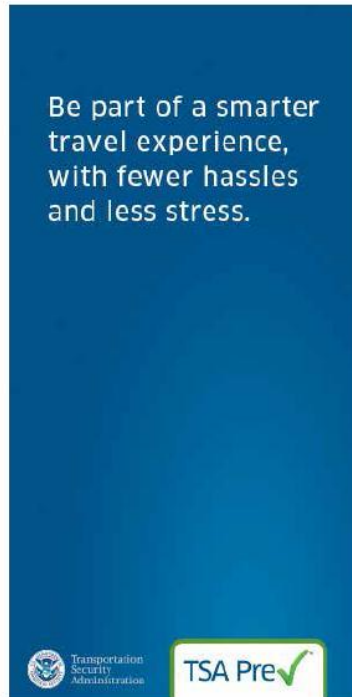
 Transportation Security Administration



# Creative – Online Ads, Animated



300 x 600 Ad unit



160 x 600 Ad unit



# Creative – Online Ads, Animated



300 x 250 Ad unit



728 x 90 Ad unit

# Creative – Online Ads, Animated



*300x250 ad unit featured  
Additional Sizes Available*

*300x600*

*728x90*

*160x600*





# Creative – Online Ads, Animated



**300x250 ad unit featured**  
**Additional Sizes Available**

**300x600**

**728x90**

**160x600**



# Creative – Online Ads Static

Be part of a smarter travel experience, with fewer hassles and less stress.




No need to remove shoes, laptops, liquids, belts or light jackets.

**ENROLL NOW**





160 x 600 Ad unit

Be part of a smarter travel experience, with fewer hassles and less stress.



No need to remove shoes, laptops, liquids, belts or light jackets.

**ENROLL NOW**



300 x 600 Ad unit



**ENROLL NOW**

320 x 50 Ad unit

Be part of a smarter travel experience, with fewer hassles and less stress.

**ENROLL NOW**



300 x 250 Ad unit

Be part of a smarter travel experience, with fewer hassles and less stress.

**ENROLL NOW**



728 x 90 Ad unit

# Creative --Collateral



The brochure cover features a large image of a family (a woman, a young girl, and a man) walking through an airport terminal. The woman is carrying a suitcase, and the man is holding a briefcase. The text "a smarter travel experience" is overlaid on the image. The TSA Pre✓ logo is in the top right corner. Below the image, there is a blue sidebar with white text providing contact information and a link to learn more.

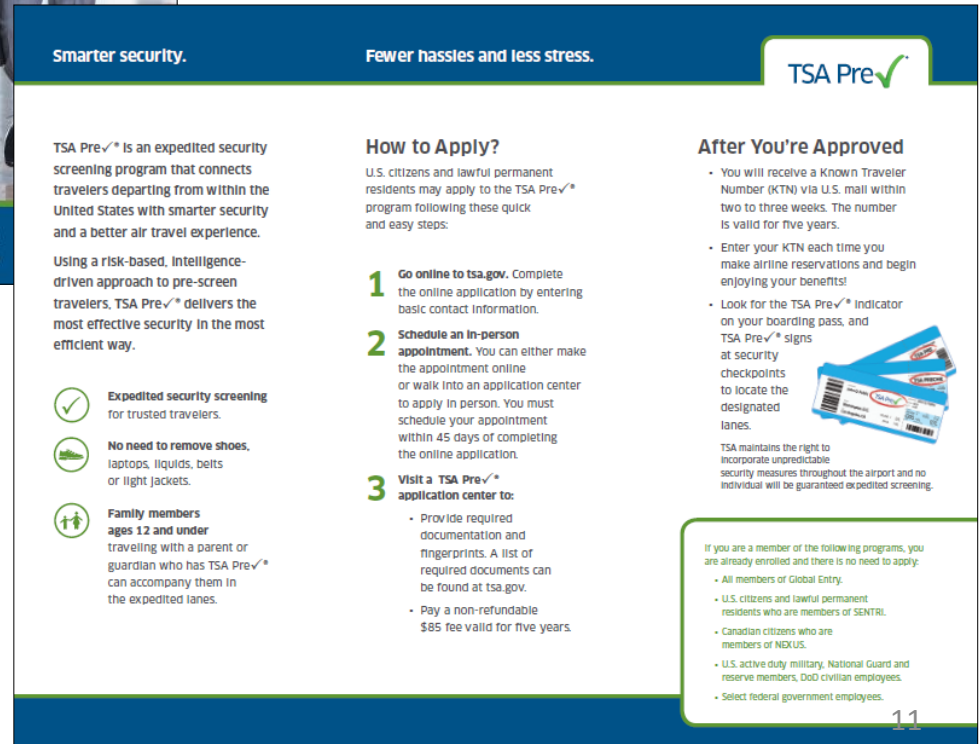
**Learn More**  
To learn more about the application process, enrollment site locations and an up-to-date list of participating TSA Pre✓ airports and airlines, visit [tsa.gov](http://tsa.gov).

**More Questions?**  
Call the TSA Contact Center  
Monday thru Friday | 8am - 11pm est  
Weekends/Holidays | 9am - 8pm est  
1-866-289-9673  
TSA-ContactCenter@tsa.dhs.gov  
[tsa.gov](http://tsa.gov)

**Learn more at [tsa.gov](http://tsa.gov)**

Transportation Security Administration

Brochure Cover






The brochure interior is divided into three main sections: "Smarter security.", "Fewer hassles and less stress.", and "After You're Approved". Each section contains detailed information about the TSA Pre✓ program, including how to apply, what benefits are available, and who is eligible. The "After You're Approved" section includes a list of programs that qualify for expedited screening and a small image of a TSA Pre✓ sign.

**Smarter security.**

TSA Pre✓ is an expedited security screening program that connects travelers departing from within the United States with smarter security and a better air travel experience.

Using a risk-based, intelligence-driven approach to pre-screen travelers, TSA Pre✓ delivers the most effective security in the most efficient way.

-  **Expedited security screening** for trusted travelers.
-  **No need to remove shoes, laptops, liquids, belts or light jackets.**
-  **Family members ages 12 and under** traveling with a parent or guardian who has TSA Pre✓ can accompany them in the expedited lanes.

**Fewer hassles and less stress.**

**How to Apply?**  
U.S. citizens and lawful permanent residents may apply to the TSA Pre✓ program following these quick and easy steps:

- 1 Go online to [tsa.gov](http://tsa.gov).** Complete the online application by entering basic contact information.
- 2 Schedule an in-person appointment.** You can either make the appointment online or walk into an application center to apply in person. You must schedule your appointment within 45 days of completing the online application.
- 3 Visit a TSA Pre✓ application center to:**
  - Provide required documentation and fingerprints. A list of required documents can be found at [tsa.gov](http://tsa.gov).
  - Pay a non-refundable \$85 fee valid for five years.

**After You're Approved**

- You will receive a Known Traveler Number (KTN) via U.S. mail within two to three weeks. The number is valid for five years.
- Enter your KTN each time you make airline reservations and begin enjoying your benefits!
- Look for the TSA Pre✓ Indicator on your boarding pass, and TSA Pre✓ signs at security checkpoints to locate the designated lanes.

TSA maintains the right to incorporate unpredictable security measures throughout the airport and no individual will be guaranteed expedited screening.

If you are a member of the following programs, you are already enrolled and there is no need to apply:

- All members of Global Entry.
- U.S. citizens and lawful permanent residents who are members of SENTRI.
- Canadian citizens who are members of NEXUS.
- U.S. active duty military, National Guard and reserve members, DoD civilian employees.
- Select federal government employees.

11

Brochure Interior



# Creative --Collateral

DEPARTMENT OF HOMELAND SECURITY

## Trusted Traveler Programs

DHS has several trusted traveler programs that provide an improved passenger experience while enhancing security and increasing efficiencies system-wide. The programs serve different travel needs and many have reciprocal benefits.

Homeland Security

TSA Pre✓

[ I primarily fly within the U.S. ]

GLOBAL ENTRY®

TRUSTED TRAVELER NETWORK

[ I fly within the U.S. and internationally ]

NEXUS

[ I primarily travel between the U.S. and Canada ]

Senti

[ I primarily travel by land into the U.S. from Mexico ]

TSA Pre✓

## A smarter travel experience.

Transportation Security Administration

Enroll now at [tsa.gov](https://tsa.gov)

TSA Pre✓

## Fewer hassles and less stress.

No need to remove shoes, laptops, liquids, belts or light jackets.

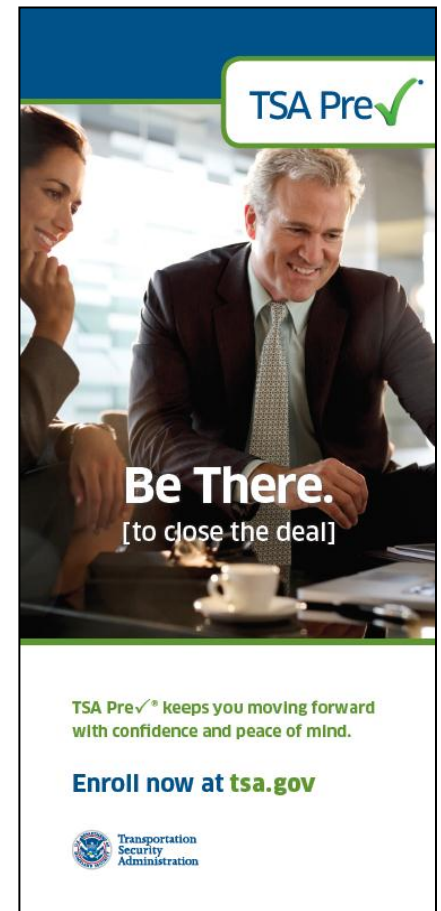
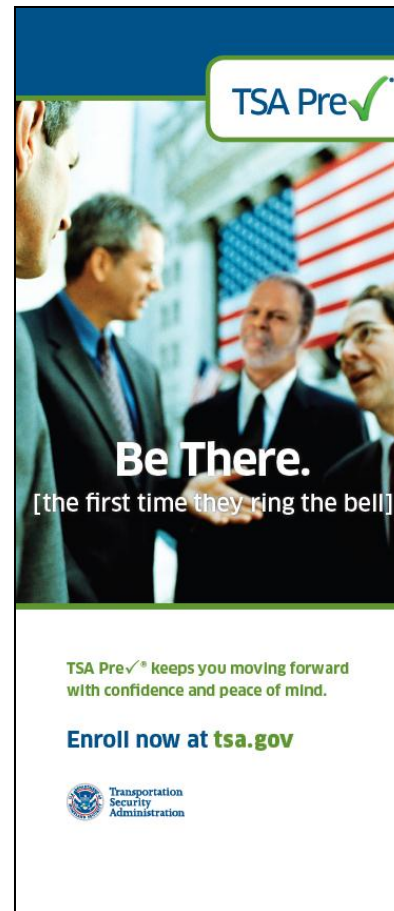
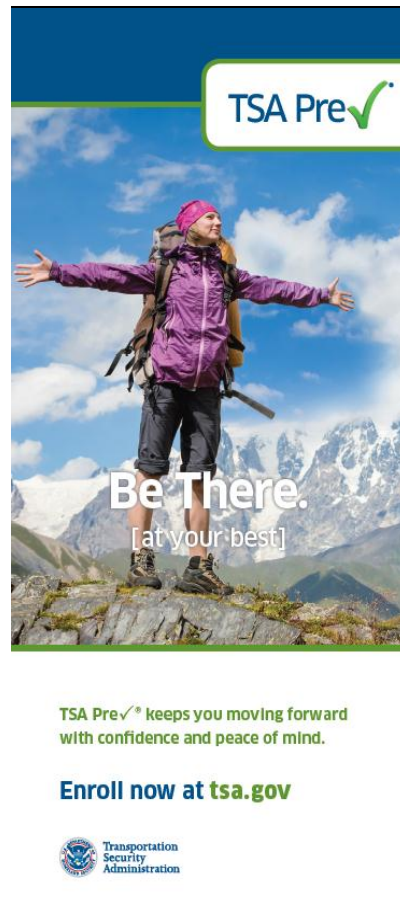
Enroll now at [tsa.gov](https://tsa.gov)

**Business Card**

Department of Homeland Security Trusted Traveler Programs www.dhs.gov/tt				
	Transportation Security Administration (TSA)	U.S. Customs and Border Protection (CBP)		
Program	TSA Pre✓*	Global Entry	NEXUS	SENTRI
Eligibility Required	U.S. citizens and U.S. lawful permanent residents.	U.S. citizens, U.S. lawful permanent residents and citizens of certain other countries. <sup>1</sup>	U.S. citizens, U.S. lawful permanent residents, Canadian citizens and lawful permanent residents of Canada.	Proof of citizenship and admissibility documentation.
Application Fee	\$85.00 5-year membership	\$100.00 5-year membership	\$50.00 5-year membership	\$122.25 5-year membership
Passport Required	No	Yes; or lawful permanent resident card	No	No
Application Process	Pre-enroll online, visit an enrollment center; provide fingerprints and verify ID.	Pre-enroll online, visit an enrollment center for an interview; provide fingerprints and verify ID.	Pre-enroll online, visit an enrollment center for an interview; provide fingerprints and verify ID.	Pre-enroll online, visit an enrollment center for an interview; provide fingerprints and verify ID.
Program Experience	TSA Pre✓* expedited screening at participating airports.	Expedited processing through CBP at airports and land borders upon arrival in the U.S. Includes TSA Pre✓* benefits.	Expedited processing at airports and land borders when entering the U.S. and Canada. Includes Global Entry benefits. Includes TSA Pre✓* benefits for U.S. citizens, U.S. lawful permanent residents and Canadian citizens.	Expedited processing through CBP at land borders. Includes Global Entry and TSA Pre✓* benefits for U.S. citizens and U.S. lawful permanent residents.

<sup>1</sup> For a list of eligible citizens, visit [www.globalentry.gov](https://www.globalentry.gov)

# Creative – Tradeshow Assets



# Copy Assets -- Digital

## TSA Pre✓® Text Message Copy

Be part of an expedited security screening program that helps take the stress out of travel. No need to remove shoes, laptops, liquids, belts or light jackets.

[Enroll now.](#)

## TSA Pre✓® Website Copy Blurb

Looking for a smarter security checkpoint experience?

Enroll now in TSA Pre✓® to become part of an expedited security screening program that helps take the stress out of travel. No need to remove shoes, laptops, liquids, belts or light jackets. Our intelligence-driven approach to security screening keeps you moving forward with confidence and peace of mind.

Family members ages 12 and under traveling with a parent or guardian who has TSA Pre✓® can accompany them in the expedited lanes.

[Enroll now.](#)

## TSA Pre✓® Product/Offering Description

TSA Pre✓® is an expedited security screening program that connects travelers departing from airports within the United States with smarter security and a better air travel experience. TSA Pre✓® helps take the stress out of travel with no need to remove shoes, laptops, liquids, belts or light jackets.

TSA Pre✓® uses a risk-based, intelligence-driven approach to provide the most effective security in the most efficient way. Travelers enrolled in TSA Pre✓® pass an information screening and background check, becoming trusted travelers who receive expedited security screening. With more low-risk travelers passing through TSA Pre✓® lanes, TSA can focus on those passengers the agency knows less about. Increasing the number of travelers enrolled in TSA Pre✓® strengthens security while delivering an improved airport experience for all.

Learn more and enroll now at [tsa.gov](https://tsa.gov).



# Copy Assets - Email

## TSA Pre✓® Consumer Email

**Subject:** Fewer Hassles. Less Stress. TSA Pre✓®

**Body:**

Looking for a smarter security checkpoint experience?

Enroll now in TSA Pre✓® to become part of an expedited security screening program that helps take the stress out of travel. No need to remove shoes, laptops, liquids, belts or light jackets. Family members ages 12 and under traveling with a parent or guardian who has TSA Pre✓® can accompany them in the expedited lanes.

TSA's intelligence-driven approach to security screening keeps you moving forward with confidence and peace of mind.

[Learn more and enroll now.](#)



## TSA Pre✓® Frequent Flyer Email

**Subject:** Enroll now to maintain your TSA Pre✓® benefits

**Body:**

As a valued member of [Airline name]'s frequent flier program, you may have enjoyed a smarter security screening experience over the past few years with TSA Pre✓®.

TSA is working to increase the number of trusted travelers receiving expedited security screening in order to focus on lesser-known passengers. This strengthens security while delivering an improved airport experience for all.

Beginning in early 2015, the Transportation Security Administration (TSA) will make changes to the TSA Pre✓® program, and although you may have previously "opted-in" to receive TSA Pre✓® you may notice that you don't enjoy the benefits as often unless you take a few moments now to enroll.

If you are already enrolled in a [trusted traveler program](#) (TSA Pre✓®, Global Entry, NEXUS, SENTRI) and/or have been issued a Known Traveler Number (KTN), you will still receive TSA Pre✓® on a consistent and predictable basis when you fly, and no further enrollment action is needed.

Make sure you continue to enjoy your TSA Pre✓® benefits. It's quick, convenient and easy. Enroll now at [tsa.gov](https://tsa.gov).

# Copy Assets – Radio Scripts

## :30 Version

**TSA Pre✓®** offers expedited security screening for trusted travelers. With **TSA Pre✓®** there's no need to remove shoes, laptops, liquids, belts or light jackets. By using an intelligence-based approach to prescreens low risk travelers, TSA personnel can focus more attention on unknown passengers.

**TSA Pre✓®** offers the most effective security in the most efficient way. We keep you moving forward with confidence and peace of mind.

Learn more and enroll now at [tsa.gov](https://tsa.gov).



## :15 Version

**TSA Pre✓®** offers expedited security screening for trusted travelers. No need to remove shoes, laptops, liquids, belts or light jackets. **TSA Pre✓®** prescreens low risk travelers so personnel can focus on unknown passengers. **TSA Pre✓®** - a better travel experience.

Learn more and enroll now at [tsa.gov](https://tsa.gov).

## :10 Version

**TSA Pre✓®** offers expedited security screening for trusted travelers. We keep you moving forward with confidence and peace of mind.

Learn more and enroll now at [tsa.gov](https://tsa.gov).

# TSA Pre✓® Brand Guidelines

## Logo Usage

TSA Pre✓® is a Transportation Security Administration (TSA) trademark registered with the United States Patent and Trademark Office (Registration No.: 4559587). The trademark consists of the written words "TSA" and "Pre" with a graphic check mark image directly adjoining the word "Pre". The trademark may not be written as "TSA Pre." In certain media where the graphic check mark symbol cannot be replicated, the word "check" may be written in lieu of the as "✓" symbol. Additionally, the trademark may not be identified as "Pre✓" or by the word "Precheck" without including the letters "TSA" as a prefix.

## Fonts

All fonts, including the registration mark (R) are Clan OT News.

## Clearspace and Minimum Size

Appropriate clearing and leading must be taken into consideration for hanging letters and for the check mark symbol. The registration mark (R) should have space before the next character. To ensure the prominence and legibility of the TSA Pre✓® logo, always surround it with a minimum amount of clear space. The clearspace for the logo is equal to the height of the uppercase letter "T" in the word "TSA" in the size at which the signature is reproduced.



## Primary Color Palette

All text including the registration mark (R), should be either Department of Homeland Security (DHS) Blue, or White. In instances where the ✓ (check mark) is used, the color is permitted is DHS Green, unless it is in text copy where all text is black. See below.

black. See below.

	Pantone®	C	M	Y	K	Video			Web		
		R	G	B	R	G	B	R	G	B	
Homeland Security Blue	2955 C	100	45	0	37	0	47	128	0	51	102
Homeland Security Green	370 C	56	0	100	27	89	134	0	51	153	0

## Approved Color Combinations

Preferred Text:

TSA Pre✓®

When Only Text is Used:

TSA Pre✓®

Alternate background:

TSA Pre✓®

TSA Pre✓®