TSA Pre✓® Creative Toolkit Contents

Brand Positioning & Brand Promise

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  – Print Ads
    • Full Page & ½ Page
  – Online Units
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  – Website copy
  – Email copy
  – Radio Scripts
    • :30, :15, :10 versions
Be There. [at your best]

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, liquids, belts or light jackets. Our intelligence-driven approach to security screening leads you moving forward with confidence and peace of mind.

Enroll now at tsa.gov

World Explorer Traveler

Be There. [together]

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, liquids, belts or light jackets.

Family members ages 12 and under traveling with a parent or guardian with 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.

Enroll now at tsa.gov

Friends & Family
Creative – Full Page Ads, Business

Be There.
[to close the deal]

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Road Warrior

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

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Enroll now at tsa.gov

Premium Business
Creative – Full Page Ads, Gov’t & Military

**Be There.**
[within arm’s reach]

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

We know that you endure many challenges 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

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✓®, as 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, remember to first ‘opt-in’ by visiting the miConnect 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 enter TSA Pre✓® on both official and personal travel.

Learn more at tsa.gov

Military

Government
Creative -- ½ Page Ads

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.

Enroll now at tsa.gov

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

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.

Enroll now at tsa.gov

Be There. [together]

Be There. [at your best]

Be There. [to close the deal]

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

Be There. [to move America forward]

Be There. [within arm’s reach]

Our country is in good hands and we appreciate your service. As a civilian DHS employee -- including the U.S. Coast Guard, firefighters, police and medical professionals -- you’re pre-approved for TSA Pre✓®. Be part of a smarter travel experience with fewer hassles and less stress.

To access your benefits, remember to first “link” to the Pre✓® website or enter your Pre✓® number 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

We know that you reduce many of the traditional barriers to serving our country and we’re grateful for your service. As a member of Pre✓® United States Armed Forces, you’re pre-approved for TSA Pre✓®. Be part of a smarter travel experience with fewer hassles and less stress.

To access your benefits, be sure to enter your DOD ID number on your Pre✓® website or 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
Creative – Online Ads, Animated

300 x 600 Ad unit

160 x 600 Ad unit
Creative – Online Ads, Animated

300 x 250 Ad unit

Be There.
[together]
Be part of a smarter travel experience, with fewer hassles and less stress.

728 x 90 Ad unit

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

ENROLL NOW
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.

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

ENROLL NOW

320 x 50 Ad unit

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

ENROLL NOW

300 x 600 Ad unit

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

160 x 600 Ad unit

TSA Pre™
Creative --Collateral
Creative --Collateral

Department of Homeland Security Trusted Traveler Programs

A smarter travel experience.

Fewer hassles and less stress.

DHS Comparison Shopper Chart
Creative – Tradeshow Assets
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.
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.
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.

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.

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.
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.

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Approved Color Combinations
Preferred Text: When Only Text is Used: Alternate background: