



TIN CAN TOURISTS
BRAND STANDARDS
JULY 2017

TIN CAN TOURISTS

100 YEARS OF ROLLING HISTORY



Tin Can Tourists is an organization committed to the celebration of vintage trailers and motor coaches through annual gatherings of owners and friends! Tin Can Tourists is an all year, make and model trailer and motor coach club. Our goal is to promote and preserve vintage trailers and motor coaches through gatherings and information exchange. Tin Can Tourists is open to everyone interested in the enjoyment, preservation, and promotion of vintage trailers and motor coaches. The only age stipulation is for a few rallies that have an opportunity for trailers to be judged. At those rallies all are still invited to attend regardless of trailer or motor coaches' year of production, but newer units will not be eligible to be judged.

BRIEF HISTORY

Tin Can Tourists were organized at Desoto Park, Tampa, Florida, in 1919. They received the official state charter a year later. The group's stated objective was "to unite fraternally all auto campers". Their guiding principles were clean camps, friendliness among campers, decent behavior and to secure plenty of clean, wholesome entertainment for those in camp. The group known for the soldered tin can on their radiator caps grew rapidly during the twenties and thirties. Members could be inducted by fellow campers through an initiation process that taught the prospective member the secret handshake, sign, and password. After singing the official song "The More We Get Together" the trailerite was an official member of the Tin Can Tourists of the World.

RENEWAL HISTORY OF THE TCT

In 1998, Forrest and Jeri Bone renewed the club as an all make and model vintage trailer and motor coach club. The renewal gathering was held at Camp Dearborn in Milford, Michigan. Twenty-one rigs attended the May Renewal Gathering. By the end of the year, fifty members were accepted as charter members of the renewed version of the Tin Can Tourists. The group has grown steadily to 2000+ members. Currently there are annual gatherings in Michigan, Florida, and regional rallies at various locations in the U.S. The new version of Tin Can Tourists is open to all. Its goal is to abide by the original group's objectives and guiding principles as well as the promotion and preservation of vintage trailers and motor coaches through gatherings and information exchange.



ROUND BRAND IDENTITY

GUIDELINES

Despite a great deal of research we've been unable to determine the origin and/or first use of the "Crossed T's" brand identity. The earliest date-able document that we've discovered is a 1922 membership card that featured an early representation of the crossed T's. Today, the modern day version of the brand is based on the pre-war (circa 1930) Tin Can Tourist plaques that club members would mount to their travel trailers and automobiles.

To maintain the integrity of our logo do not attempt to reconfigure the lockup in any way.



*At left, 1922 membership card.
Above, early TCT brass plaque.*



APPROVED SECONDARY COLORS

PMS	CMYK	RGB
7405 C	2% CYAN 13% MAGENTA 100% YELLOW 0% BLACK	254 RED 215 GREEN 0 BLUE

PMS	CMYK	RGB
117 C	21% CYAN 39% MAGENTA 100% YELLOW 2% BLACK	205 RED 151 GREEN 0 BLUE

NOTE: a special metallic/reflective gold is also acceptable in certain instances

ROUND BRAND IDENTITY

IMPROPER USE



To successfully reinforce a consistent brand, it is important that the logo is presented accurately when used.

Under no circumstances should any component of the logo ever be redrawn, modified or altered in any way. Reproduction of the logo must always be completed using an approved electronic file provided by Tin Can Tourists. **The following are examples of UNACCEPTABLE usage. They are provided as examples of what NOT to do.**



COLOR

The color of the logo cannot be changed.



GRAPHICS

The logo should not appear within frames or borders.



MINIMUM SIZE

The logo should never appear at a size where the total width of the logo is less than 1.125".



SIZE RELATIONSHIP

The size relationships between the logo elements should remain constant.



FONT

Do not substitute fonts.



SCREENS

The logo should not appear with any screens.

DIAMOND BRAND IDENTITY

GUIDELINES

In the early days of the club “CANNERS” often identified themselves by placing an old soup can on the radiator cap. Late in the 1920’s the soup can tradition evolved into a new diamond-shaped radiator emblem and the club offered them for sale at 50¢ each. This new diamond shaped emblem soon caught on and was made into an official pin.

Today the *Diamond Brand Identity* pays homage to those early roots. To maintain the integrity of our logo do not attempt to reconfigure the lockup in any way.



At left, early TCT pin.



APPROVED SECONDARY COLORS

PMS	CMYK	RGB
7405 C	2% CYAN 13% MAGENTA 100% YELLOW 0% BLACK	254 RED 215 GREEN 0 BLUE

PMS	CMYK	RGB
117 C	21% CYAN 39% MAGENTA 100% YELLOW 2% BLACK	205 RED 151 GREEN 0 BLUE
NOTE: a special metallic/reflective gold is also acceptable in certain instances		

DIAMOND BRAND IDENTITY

IMPROPER USE



To successfully reinforce a consistent brand, it is important that the logo is presented accurately when used.

Under no circumstances should any component of the logo ever be redrawn, modified or altered in any way. Reproduction of the logo must always be completed using an approved electronic file provided by Tin Can Tourists. **The following are examples of UNACCEPTABLE usage. They are provided as examples of what NOT to do.**



COLOR

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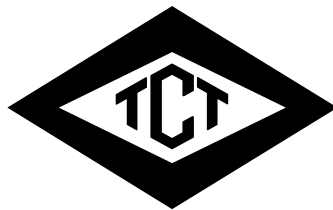
GRAPHICS

The logo should not appear within frames or borders.



MINIMUM SIZE

The logo should never appear at a size where the total width of the logo is less than 1.375".



SIZE RELATIONSHIP

The size relationships between the logo elements should remain constant.



FONT

Do not substitute fonts.



SCREENS

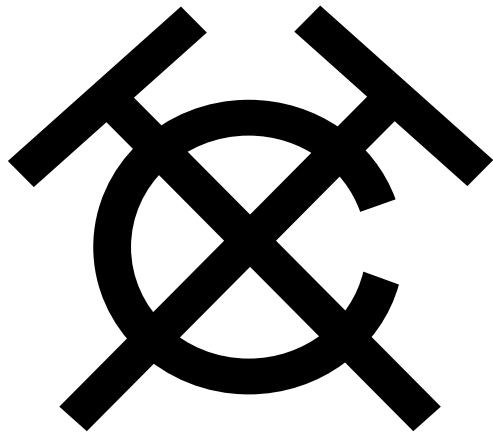
The logo should not appear with any screens.

BRAND IDENTITY

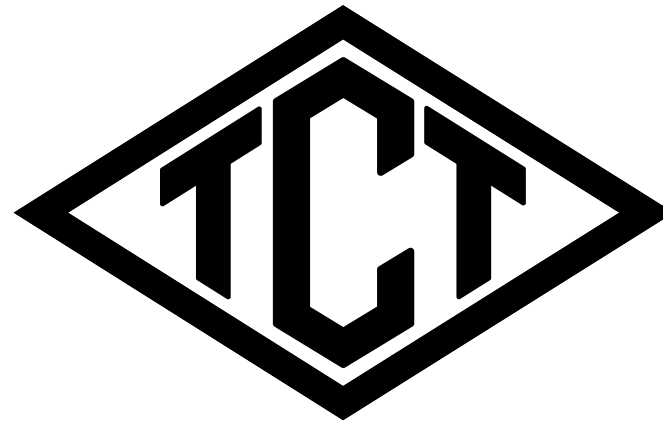
TYPOGRAPHIC AND ICONS



In some executions, especially where space is limited or the production process calls for a “simplified” brand identity the following formats would be acceptable.



TIN CAN  TOURISTS



TIN CAN  TOURISTS

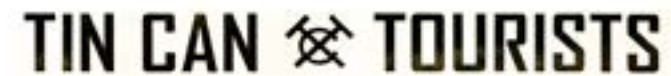
TIN CAN TOURISTS

BRAND IDENTITY HALL OF FAME

RETIRING BRAND IDENTITIES



Moving forward, every effort should be made to use one of the approved brand identities in the preceding pages.



BRAND IDENTITY

TYPOGRAPHY



Typography is a strong extension of our brand's personality and plays a major role in creating a consistent look across all communications and promotional materials. The Tin Can Tourists logo uses a specific typeface: Reckoner Regular.

Reckoner Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

BRAND IDENTITY

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