

TSA Pre✓[®] Benefits for DoD Military & Civilians

Creative Assets

Radio Script

Website Copy

Account Statements

Text Message

Print Ads

Digital Ads

Pull-up Banner

Bookmark

TSA Pre✓[®] Branding Guidelines

Objective: Increase the awareness of the TSA Pre✓[®] benefit already available to DoD military and civilian employees.

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Transportation Security Administration

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TSA Pre✓® Radio Script

:30 Version

Department of Defense military and civilian employees now enjoy the benefits of TSA Precheck at airports nationwide. Making flight reservations? Simply add your DOD ID number into the Known Traveler Number field. Be part of a smarter travel experience with fewer hassles and less stress. Learn more at tsa.gov.

TSA Pre✓® Website Copy

Defending freedom is part of the mission of Transportation Security Administration.

Recognizing the trust we place in DoD military and civilian employees, TSA offers TSA Precheck®, an expedited screening program available at airport checkpoints across the United States. With TSA Precheck® on boarding passes, there's no need for military and civilian employees to remove shoes, laptops, liquids, or light jackets when traveling through dedicated lanes. Regardless of the mission – business or pleasure – travelers with TSA Precheck® boarding passes increase security while enjoying the benefits of a smarter travel experience.

Making flight reservations? Enter your DOD ID number into the Known Traveler Number field when you book your flight. Be part of a smarter travel experience with fewer hassles and less stress. Learn more at tsa.gov.

TSA Pre✓® Message for Account Statements

Electronic Statements

DoD Active Duty or Civilian Employee? Use your DoD ID number for TSA Pre✓® when you book business or personal travel. [Click here](#) to learn more.

Printed Statements

DoD Active Duty or Civilian Employee? Use your DoD ID number for TSA Pre✓® when you book business or personal travel. Learn more at tsa.gov.

TSA Pre✓® Text Message

DoD Active Duty and Civilian Employees deserve a smarter travel experience. With TSA Pre✓® there's no need to remove shoes, laptops, liquids, belts or light jackets. Learn more at tsa.gov.



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.



Transportation
Security
Administration

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

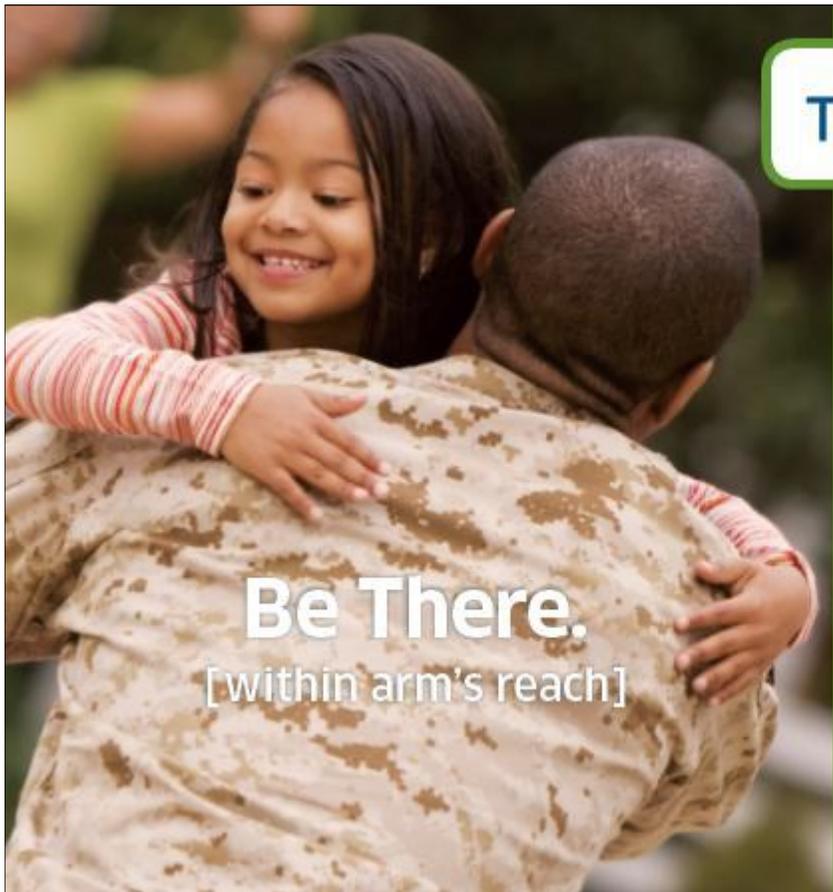


Our country is in good hands and we appreciate your service. As a civilian DOD employee—including civilian U.S. Coast Guard employees—you're pre-approved for TSA Pre✓*. Be part of a smarter traveler experience with fewer hassles and less stress. No need to remove shoes, laptops, liquids, belts or light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



Be There.
[within arm's reach]

TSA Pre✓

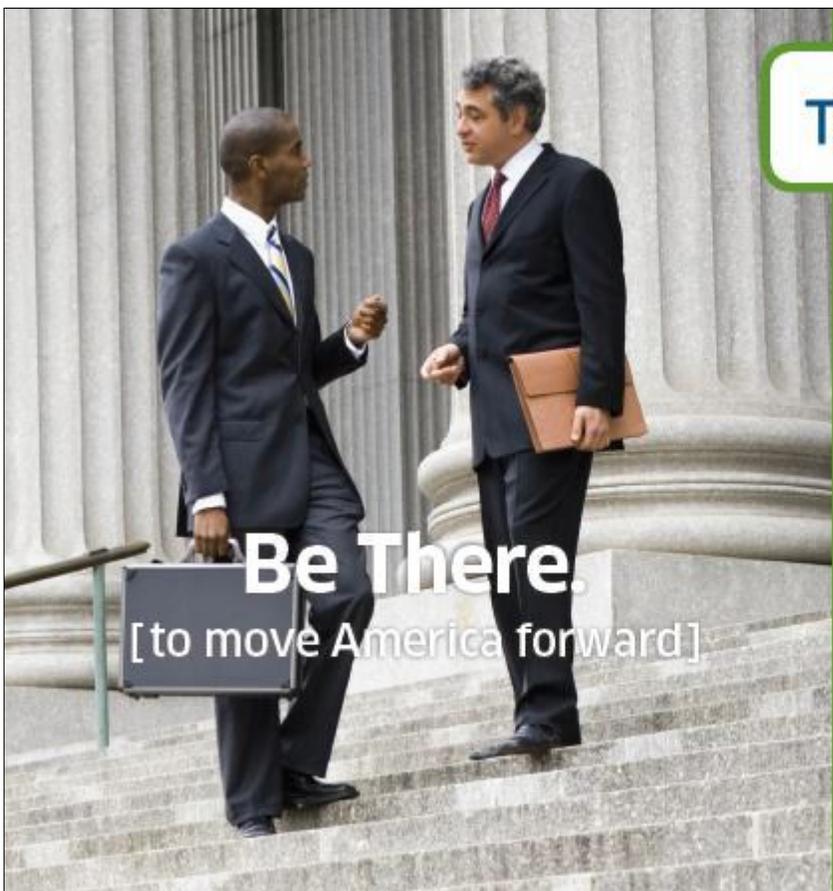
We know that you endure many hardships to defend our country and we're grateful for your service. As a member of the U.S. Armed Forces—including those serving in the U.S. Coast Guard, Reserves, and National Guard, and cadets and midshipmen of the U.S. Military, Naval, Coast Guard, and Air Force Academies—you're 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



TSA Pre✓® Half Page Ads



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



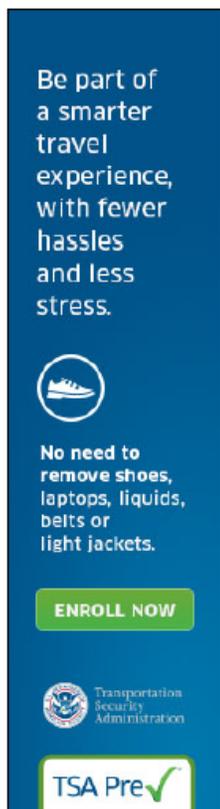
TSA Pre✓® DoD Online Ad—Animated



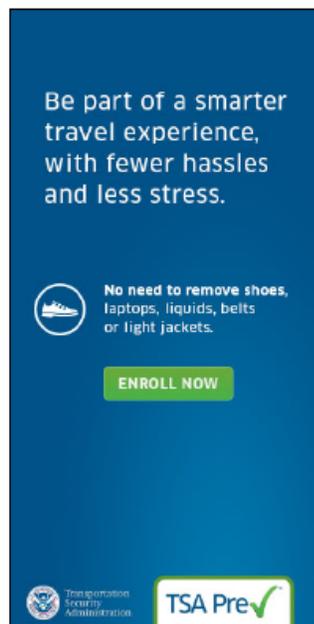
Text, images, formats for static and animated ads are customizable for your needs.

*300x250 ad unit featured
Additional Sizes Available
300x600
728x90
160x600*

TSA Pre✓® Online Ads—Static



160 x 600 Ad unit



300 x 600 Ad unit



320 x 50 Ad unit



300 x 250 Ad unit



728 x 90 Ad unit

TSA Pre✓®



Be There.
[within arm's reach]

TSA Pre✓® keeps you moving forward
with confidence and peace of mind.

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



TSA Pre✓®
3'x7' Pull-up
Banner

11.5 lbs in
carrying case

Available for loan
from TSA, shipping
included.



Hurry up and wait? Not with TSA Pre✓

We thank you for your service! By expanding TSA Pre✓™ to members of the U.S. Armed Forces, The Transportation Security Administration (TSA) is able to focus its resources and improve the passenger experience at security checkpoints.

TSA is partnering with the U.S. Armed Forces to include service members in the TSA Pre✓™ passenger pre-screening program. Eligible service members could receive the benefit of keeping on the following items during screening:

- Shoes/boots
- Light outerwear/jacket
- Belt
- 3-1-1 compliant bag in carry-on
- Laptop in bag

Who is Eligible

DoD Service members (Active, National Guard, and Reserve), including the U.S. Coast Guard.

Eligible service members need to provide their DoD ID number when making reservations. This is used as their Known Traveler Number (KTN). See reverse side for more information.

091013_A0

How to Get a Known Traveler Number (KTN)

Your ten digit DoD ID Number located on the back of your Common Access Card (CAC) will be used as your KTN.

(Note: If the number is not on your CAC, you may obtain it by logging on to <https://www.dmdc.osd.mil/milconnect>. You will find it under the "My Profile" tab.)

How to Use Your KTN When Booking Travel

Using your KTN may qualify you for TSA Pre✓™. Ensure that your KTN is entered into the "Known Traveler Number" field:

- 1.) When booking a flight reservation through the Defense Travel System (DTS) or with one of the participating airlines; or
- 2.) Save your KTN in your participating airline frequent flier account profile; or
- 3.) When booking online with a travel Website or through a travel agency.

Learn More

For additional information and the most up-to-date list of airports and airlines participating in TSA Pre✓™, visit tsa.gov, or scan the code below.



Transportation
Security
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TSA Pre✓[®] Branding Guidelines

Fonts

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

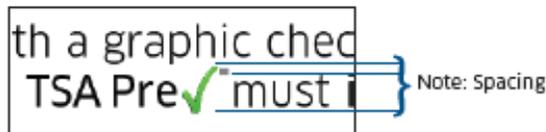
Logo Usage

TSA Pre✓[®] is registered by the Transportation Security Administration (TSA) with a graphic check mark. The use of the word "Precheck" in lieu of the checkmark or any variation thereof may not be used without including the letters "TSA" as a prefix. The spelling out of TSAPrecheck[®] may only be used when the graphic check mark symbol is not able to be replicated.

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 (®) 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.

Example Text:



Logo clearance:



Primary Color Palette

All text including the registration mark (®), 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.

	Pantone [®]	C	M	Y	K	Video			Web		
						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:



When Only Text is Used:



Alternate background:



Logo Alternate Option:

The Department of Homeland Security/Transportation Security Administration Seal and Signature may be used ONLY when the TSA Pre✓[®] logo does not enhance or compliment the layout or design of the product. The DHS/TSA Seal and Signature may be used in lieu of the TSA Pre✓[®] logo where appropriate.

DHS/TSA Seal and Signature:
Preferred version



DHS/TSA Seal and Signature:
Alternate version



Please contact TSAgraphics@tsa.dhs.gov for questions or concerns.

TSC branding 11/16/2014/90