

NEW YORKERS: TAKE YOUR VACATION!

it benefits everyone!

Will you USE it or LOSE it?
Employed New Yorkers forfeit up to
12 MILLION days of Paid Time Off (PTO) annually!

COLOR PALETTE

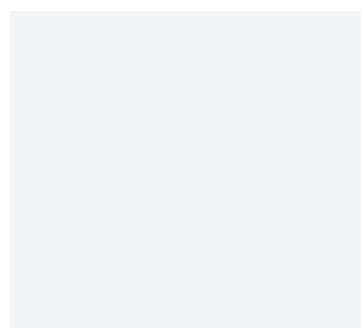
These key colors can be mixed and matched as needed.



#255052



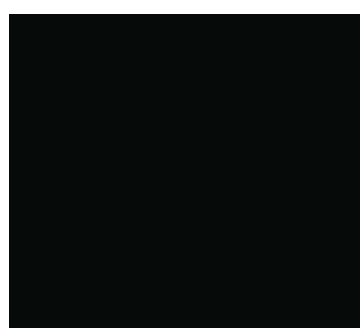
#8bd1d0



#f2f3f5



#fff88d



#060b0a

FONTS GUIDE

The typeface and font sizes vary depending on use.

LARGE HEADING

Sub-heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut hendrerit ipsum quam, quis convallis tellus gravida ut. Donec commodo interdum magna, eu consectetur risus faucibus eget.

FONTS IN USE

ABC

INTRO RUST

ABCDEFGHIJKLMNO
PQRSTUVWXYZ123456789
0!@#%*^&*()

Abc

Buffalo

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
TUVWXYZabcdefghijklmnop
rstuvwxyz1234567890!@#
%*&*()

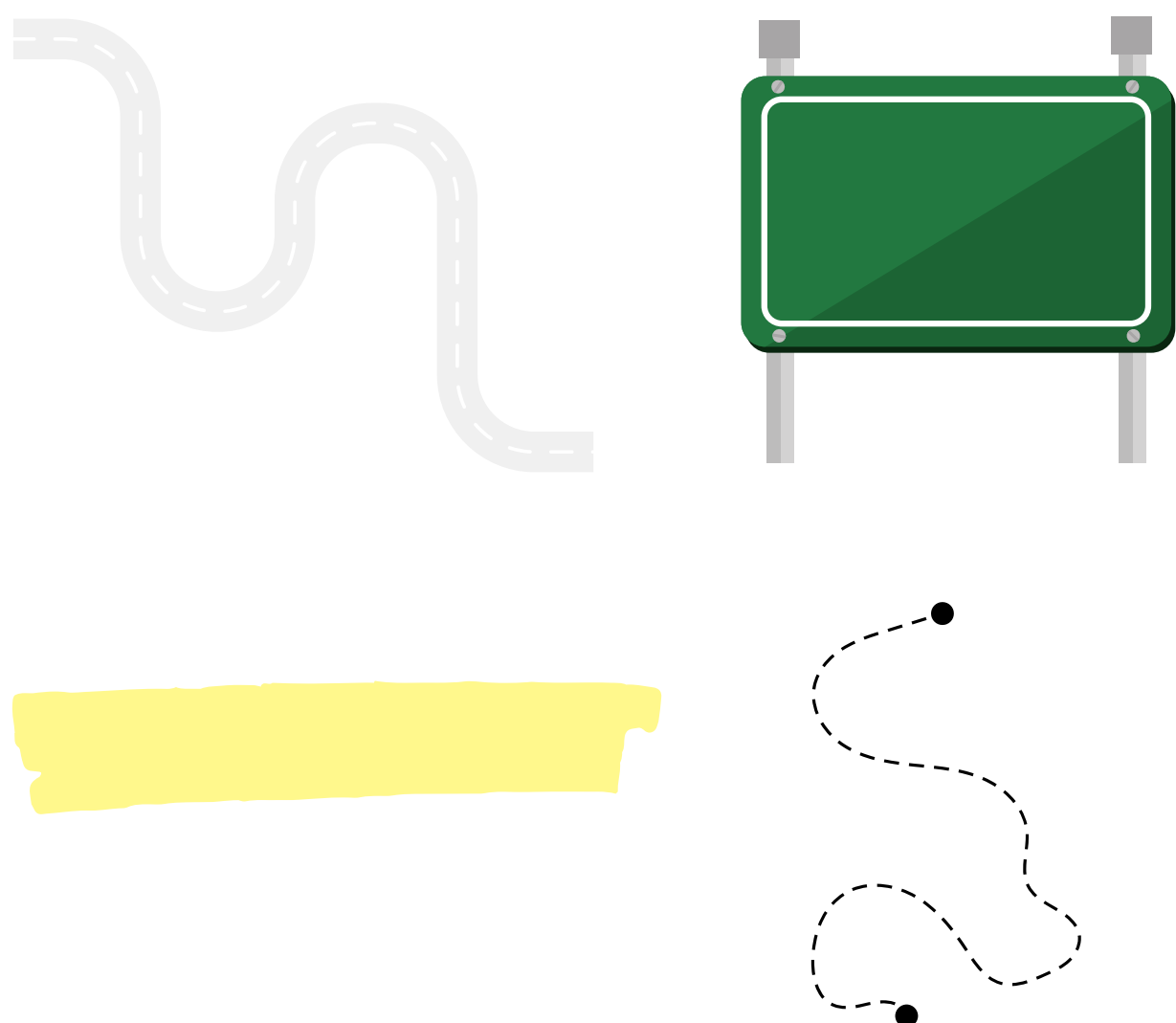
Abc

TT Interphases

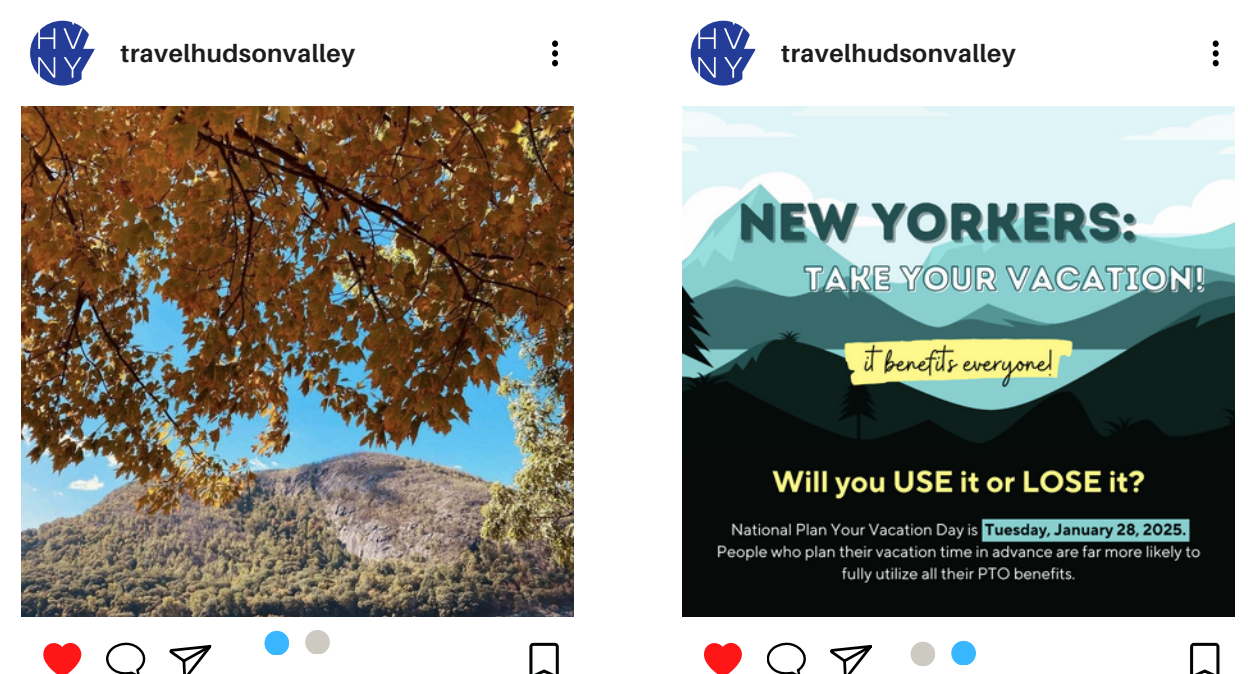
ABCDEFGHIJKLMNO
PQRSTUVWXYZabcdefghijklmnop
ijklmnopqrstuvwxyz1234
567890!@#%*&*()

BRAND ASSETS

These graphics capture the style and spirit of our brand.



SAMPLE CAROUSEL



Spend your next vacation enjoying the beautiful fall colors in the Hudson Valley 🍁
Don't let your well-deserved time slip away. Take your PTO and explore all that New York has to offer! #NewYorkPTO