



AIR CENTRAL TEXAS

Air Central Texas Brand Identity Standards

11/12/15

Primary Logo

The primary logo is 2 color (Blue and Green).



AIR CENTRAL TEXAS

Blue

PMS 2915
CMYK - C56, M13, Y0, K0
#64B5E5
RGB - 100, 181, 229

Green

PMS 376
CMYK - C56, M0, Y100, K0
#7DC242
RGB - 125, 194, 66



Clear Space

Leave clear space around logo equal to the height of the letter "A" in the logo.

Secondary Logos

The secondary logos are 1 color and should be used when only one color is available for printing.



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Tagline (Be Air Aware)

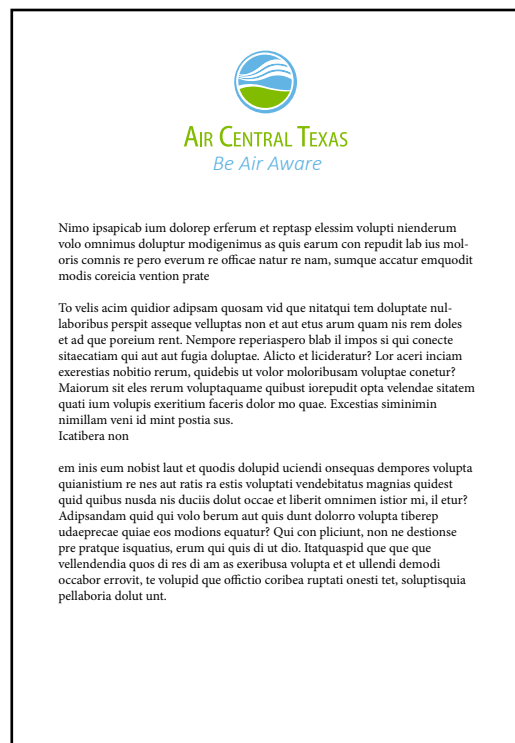
See the examples below for using the tagline “Be Air Aware.” Use the font Calibri Light Italic and place it centered under the logo. The text should be in blue to match the logo. Alternatively, the tagline can be used as a headline for an advertisement or other document that needs to draw more attention to the statement.



AIR CENTRAL TEXAS
Be Air Aware



Example of “Be Air Aware” as the headline or main text in an advertisement or brochure.



Example of letterhead or other document that would use the tagline.

Primary Color Palette

Blue and green are the primary brand colors. They should be used as often as possible to keep consistency across communications.



Blue

PMS 2915
CMYK - C56, M13, Y0, K0
#64B5E5
RGB - 100, 181, 229



Green

PMS 376
CMYK - C56, M0, Y100, K0
#7DC242
RGB - 125, 194, 66

PMS is the Pantone Matching System, these are spot colors for ink. Use these when communicating to a printer about printing a 2-color document, shirt or other product (PMS 2915 and PMS 376).

CMYK is the 4-color breakdown of each color for press (Cyan, Magenta, Yellow and Black). Use these for setting up 4-color press files. This would most likely be done by a designer or the printer.

#64B5E5 is the web color. Use these colors when designing a web page or web graphics.

RGB is the screen color (Red, Green and Blue). Use these for creating custom colors in your screen documents (Powerpoint or Word files). To create custom colors in Word, click on the Font color or Shape color icon > Click More Colors > Click Custom, then type in the Red, Green and Blue numbers. When you create custom colors, they will stay in the file.

Secondary Color Palette

The secondary color palette should be used to accent the primary colors.



PMS7408
CMYK - 0,30,100,0
#F2AF00
RGB - 242,175,0



PMS 158
CMYK - 0,60,94,0
#EF7622
RGB - 239,118,34



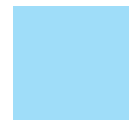
PMS 355
CMYK - 100,0,91,6
#00953A
RGB - 0,149,58



PMS 326
CMYK - 94,0,43,0
#00AFAA
RGB - 0,175,170



PMS 2935
CMYK - 100,47,0,0
#0055B8
RGB - 0,85,184



PMS 2975
CMYK - 34,0,0,0
#98D5E9
RGB - 152,213,233

Typography

The typeface, Myriad, is used in the logo and should be used when possible for headlines, posters and other material. Calibri should be used for supporting text such as body copy or when Myriad is not available.

Myriad Bold

abcdefghijklmnopqrstuvwxy

**ABCDEFGHIJKLMNQRSTU
VWXYZ**

1234567890

Myriad Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNQRSTU
VWXYZ

1234567890

Myriad Condensed

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNQRSTU
VWXYZ

1234567890

Calibri Bold

abcdefghijklmnopqrstuvwxy

**ABCDEFGHIJKLMNQRSTU
VWXYZ**

1234567890

Calibri Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNQRSTU
VWXYZ

1234567890

Calibri Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNQRSTU
VWXYZ

1234567890