

Allegheny County Airport Authority

Logo Family Standards



Introduction

The purpose of these guidelines is to help unify the Allegheny County Airport Authority brand and to provide direction for moving it forward. For branding to be effective, audiences must share a clear idea of what the Allegheny County Airport Authority stands for, requiring that outreach and communications are presented in a distinct and consistent manner.

The brand emanates from a shared understanding of the Allegheny County Airport Authority and the application of that brand to a suite of useful tools, materials, and information. Development of brand standards and the publication of guidelines are essential to preserve and enhance the dissemination of core messages.

The Allegheny County Airport Authority logo is the graphic representation of the Allegheny County Airport Authority, Pittsburgh International Airport and Allegheny County Airport. This document defines the elements of the Allegheny County Airport Authority brand and provides guidance for how to use these elements appropriately.

The Allegheny County Airport Authority identity represents input from the entire organization and the community. The new mark is representative of aviation, forward motion, innovation, and Pittsburgh's Golden Triangle. The new mark appears with The Allegheny County Airport Authority, our parent organization, and with our Federal Aviation Administration identifiers for each of our airports: PIT for Pittsburgh International Airport and AGC for Allegheny County Airport.

Branding Identity

Logo Signature with ACAA Tag

The Allegheny County Airport Authority signature mark is the key visual element in the Allegheny County Airport Authority brand, representing the message and values inherent within the brand ideology. The signature works at its strongest when the name and the mark function as a whole. This application includes Allegheny County Airport Authority as the tagline. Note the use of the rule, the line between the type on PIT and AGC.

Black Version:

For use on a white background.



White Version:

For use on a colored/dark background.



Questions? Contact 412-472-3517 or jjenny@FlyPittsburgh.com

Branding Identity

Logo Signature without ACAA Tag

The Allegheny County Airport Authority signature mark is the key visual element in the Allegheny County Airport Authority brand, representing the message and values inherent within the brand ideology. The signature works at its strongest when the name and the mark function as a whole. This use can be displayed on embroidered items.

Black Version:

For use on a white background.



White Version:

For use on a colored/dark background.



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Branding Identity

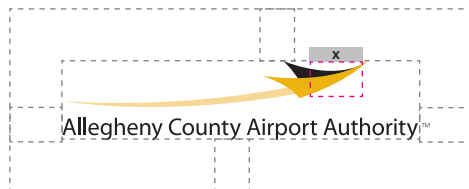
Clear Space

Clear space rules have been established to make sure that other graphic elements do not interfere with the brand elements visually. The minimum required clear space is defined below by the established "X" measurement, based on the height of the letters in the logo. As the logo is reduced, the clear space maintains a proportional relationship to the size of the logo.

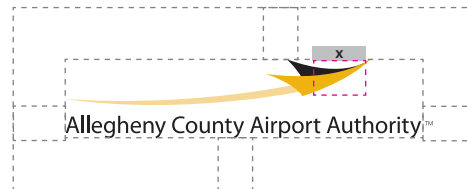
x "x" measurement is equal to half the width of the graphic mark.

NOTE: The eps file versions have a transparent box to aid in the clear space.

with ACAA tag



without ACAA tag



For use in design with other Logos

Contact 412-472-3517 or jjenny@FlyPittsburgh.com for approval submission.

Questions? Contact 412-472-3517 or jjenny@FlyPittsburgh.com

Branding Identity

Color System

Black, Gold, and Gold Screen are the **only** colors for the Allegheny County Airport Authority logo elements.



Black



Gold



Gold Screen

Pantone:

PMS Black

PMS 124

PMS 124, 45% screen

CMYK:

C M Y K
0 0 0 100

C M Y K
0 28 100 6

C M Y K
0 12 45 2

RGB:

R G B
0 0 0

R G B
240 179 16

R G B
249 216 151

Greyscale & Single Color Usage

Black @ 100%

PMS 124 @ 100%

CMYK: 0, 28, 100, 6

RGB: 240, 179, 16

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Branding Identity

Background Control

* PIT logo version is used in the examples.
Rules apply to all 3 logos.

There are times when the logo must be placed on a colored background. As part of the overall brand implementation, the Allegheny County Airport Authority logo can be placed on background colors. This will help to maintain a consistent brand message. The gold should only be used as an accent color and not as a background for the logo.

Correct Background Color Use

Solid, contrasting backgrounds are recommended colors for either Black or White logo versions.



Incorrect Background Color Use

Non-contrasting background colors are not recommended for either Black or White logo versions.



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Branding Identity

Logo Misuse

* PIT logo version is used in the examples.
Rules apply to all 3 logos.

The relationship among the elements that compose the Allegheny County Airport Authority logo signature is vital to the strength of the brand and a consistent message. Do not attempt to re-create, restructure, redesign, or rearrange these elements. Always use the approved logo elements and always follow the rules when implementing them.

Do not distort or stretch.



Do not rearrange.



Do not place over busy images.



Do not add drop shadows or halos.



Do not use tints or introduce transparency.



Use in a pattern?

Contact 412-472-3517 or
jjenny@FlyPittsburgh.com
for approval submission.

PIT & AGC letters/mark MUST never be used by itself without the text liner.



The Mark MUST never be used by itself.



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Branding Identity

Logo Versions

Below are all the available logo versions for download.
See page 10 for download instructions.

Examples use the FULL versions.
The optional version without ACAA liner are available.

CMYK, RBG, SPOT



GREY SCALE



ONE COLOR



Questions? Contact 412-472-3517 or jjenny@FlyPittsburgh.com

Resources



File Formats

Download this guidance as well as high-and low-resolution file formats of each logo at <http://www.flypittsburgh.com/logos>

The following table presents file format recommendations for various purposes.

Destination	Software	File Type
Offset Litho Large Output	Adobe Creative Suite, Illustrator CS3	Vector EPS
Laser Printers Web, Internet Screen Use	Adobe Creative Suite Microsoft Office: (Word, Power Point, Excel, Publisher)	PNG

**PNG do not have a transparent background*

**When using Microsoft Office Programs, use the png format and select white as the transparency.*

Additional Questions?

Contact Communications Department 412-472-3517
or JJenny@PITAIRPORT.com

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