



ALLEGHENY COUNTY AIRPORT AUTHORITY

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PITTSBURGH INTERNATIONAL AIRPORT  
ALLEGHENY COUNTY AIRPORT

# BRAND GUIDE

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# BRAND HIERARCHY

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The Allegheny County Airport Authority (ACAA) operates both the Pittsburgh International Airport (PIT) and the Allegheny County Airport (AGC). For their logos, three entities utilize the same symbol with their corresponding name below.



**ALLEGHENY COUNTY  
AIRPORT AUTHORITY**



**PITTSBURGH  
INTERNATIONAL AIRPORT**



**ALLEGHENY  
COUNTY AIRPORT**

# LOGO USAGE

# LOGO USAGE

When using the Allegheny County Airport Authority logo, please follow these size and spacing restrictions.



$x = 0.125''$   $y = 0.15''$  safety area =  $2x$  (0.25")

When using the Allegheny County Airport Authority logo for web and digital purposes only, please follow these size and spacing restrictions.



$x = 0.125''$   $y = 0.15''$  safety area =  $2x$  (0.25")

When using the Allegheny County Airport Authority, in combination with the airports ACAA operates, please follow these size and spacing restrictions.



$x = 0.125''$   $y = 0.15''$  safety area =  $2x$  (0.25")

# LOGO USAGE

When using the Pittsburgh International Airport logo, please follow these size and spacing restrictions.



$x = 0.125''$   $y = 0.15''$  safety area =  $2x$  (0.25")

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When using the Pittsburgh International Airport, in combination with its airport code, please follow these size and spacing restrictions.



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# LOGO USAGE

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When using the Allegheny County Airport, in combination with its airport code, please follow these size and spacing restrictions.



$x = 0.125''$   $y = 0.15''$  safety area =  $2x$  (0.25")

# LOGO USAGE

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When using both the Pittsburgh International Airport and Allegheny County Airport, along with their airport codes, please follow the size and spacing restrictions.



$x = 0.125''$     $y = 0.15''$    safety area =  $2x$  (0.25'')

# LOGO USAGE

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It is best to utilize the four-color (PMS) logo when possible. However, if one-color is required, please use the following as a guide. Note: Pittsburgh International Airport is used as an example, please use the same guidelines for ACAA and AGC.



**PITTSBURGH**  
INTERNATIONAL AIRPORT

When using a one-color logo, please only use PMS Cool Gray 11 C or black.



When using a reversed logo on a colored background, the shape of the plane should be the same as the background color.



**PITTSBURGH**  
INTERNATIONAL AIRPORT

When using a logo for black and white advertisements, please use the grayscale logo or one-color version in black.

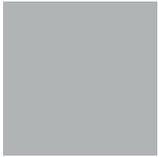
COLOR  
PALETTE

# COLOR PALETTE

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The following is the approved color palette of the ACAA brand. Please only use these colors, or opacities of these colors, in all materials.

Cool Gray 11 C 40%



HEX: #BBBCBC  
R:187 G:188 B:188  
C:12, M:8, Y:9, K:23

Cool Gray 11 C



HEX: #53565A  
R:83, G:86, B:90  
C:44, M:34, Y:22, K:60

179 C



HEX: #E03C31  
R:224, G:60, B:49  
C:0, M:87, Y:85, K:0

2727 C



HEX: #307FE2  
R:48 G:127, B:226  
C:70, M:47, Y:0, K:0

368 C



HEX: #78BE20  
R:120, G:190, B:32  
C:65, M:0, Y:100, K:0



# TYPOGRAPHY

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Museo Sans is a clean, versatile font that is a key visual identifier for the Allegheny County Airport Authority brand. Below is a sample of some of the most-used weights within the Museo Sans family.\*

\* If Museo Sans is unavailable to use, please use Euphemia or TreBuchet fonts sparingly.

## Museo Sans 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Museo Sans 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# CONTENT VARIATIONS

# CONTENT VARIATIONS

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NOTE: As additional nonstops, carriers or daily flights are added, the corresponding numbers below will change as those milestones are achieved. (i.e. if we reach **57** nonstop destinations, content changes to "...nearly **60** nonstop destinations...")

## CONSUMER FOCUSED

**MORE** NONSTOPS.  
**MORE** AIRLINES.  
**MORE** OPTIONS.

Pittsburgh International Airport makes traveling quick and convenient. We offer over 50 nonstop destinations on 13 airlines and more than 170 daily flights.

We also provide passengers with more amenities. From shopping and dining to free Wi-Fi and reserved parking, you can comfortably travel to and from the Pittsburgh region.

Let's fly, Pittsburgh!

[FLYPITTSBURGH.COM/MORE](http://FLYPITTSBURGH.COM/MORE)

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 **PITTSBURGH**  
INTERNATIONAL AIRPORT

For more information, visit  
[FLYPITTSBURGH.COM/MORE](http://FLYPITTSBURGH.COM/MORE)

## CONSUMER (BUSINESS TRAVELER) FOCUSED

**MORE** NONSTOPS.  
**MORE** AIRLINES.  
**MORE** OPTIONS.

Pittsburgh International Airport makes traveling quick and convenient. We offer over 50 nonstop destinations on 13 airlines and more than 170 daily flights.

We also provide passengers with more amenities. From TSA PreCheck and Global Entry to free Wi-Fi and reserved parking, you can comfortably travel to and from the Pittsburgh region.

Let's fly, Pittsburgh!

[FLYPITTSBURGH.COM/MORE](http://FLYPITTSBURGH.COM/MORE)

# CONTENT VARIATIONS

NOTE: If a certain destination is being promoted, the "more" set-up will be utilized and then altered to match the destination characteristics.

## CONSUMER DESTINATION FOCUSED

**MORE** CAFÉS.  
**MORE** MUSEUMS.  
**MORE** CONNECTIONS.

Enjoy daily, nonstop flights to Paris through October 29, 2016. With convenient flight times and comfortable, lie-flat seating in Delta One™, traveling the world has never been easier. Plus, with Pittsburgh International Airport's improved international arrival process, we've simplified your return home.

Fly to Charles de Gaulle Airport to explore Paris or connect to over 100 destinations in Europe and Asia.

[Book your trip at delta.com today!](#)



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[Book your trip at delta.com today!](#)

 **DELTA**  **PITTSBURGH INTERNATIONAL AIRPORT**

## AIRLINE FOCUSED

**MORE** BUSINESS.  
**MORE** OPPORTUNITY.  
**MORE** THAN MEETS THE EYE.

Partner with Pittsburgh International Airport and experience the opportunity afforded by a revitalized region. With advancements in everything from infrastructure to industry, restaurants to culture, Pittsburgh has re-emerged on the international scene.

With a 30 percent increase in nonstop routes in one year, residents and visitors are ready to fly on one of 13 airlines. Are you the next one?

[Discover all the Pittsburgh International Airport and the region have to offer.](#)

[FLYPITTSBURGH.COM/OPPORTUNITY](#)



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 **PITTSBURGH INTERNATIONAL AIRPORT**  
[FLYPITTSBURGH.COM/OPPORTUNITY](#)