TRI

TRI-CITIES AIRPORT

BRAND IDENTITY STYLEGUIDE

THE LOGO

TRI
TRI-CITIES AIRPORT

LOGO FONT

GOTHAM HTF MEDIUM ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Type in the logo may not be changed or modified in any way.

LOGO VARIATIONS

TRI TRI-CITIES AIRPORT

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COLORS

Pantone 295C
CMYK C-100 M-84 Y-36 K-39
RGB R-0 G-40 B-87
Hex #002857

Pantone 369C
CMYK C-67 M-12 Y-100 K-1
RGB R-97 G-166 B-14
Hex #61a60e

TYPOGRAPHY

HEADLINE FONTS

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BODY COPY FONTS

News Gothic MT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

News Gothic MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

MINIMUM CLEAR AREA

.5"   .5"

.5"   .5"

X
height = 1"

TRI
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.5"   .5"

.5"   .5"

No other graphic elements may intrude into the clear space of the full logo. The clear space of the full logo is calculated as half the height of the TRI letters as shown all the way around the logo.

DON'TS

Don't distort the logo.

Don't change the colors.

Don't use the logo in a color block other unauthorized colors.
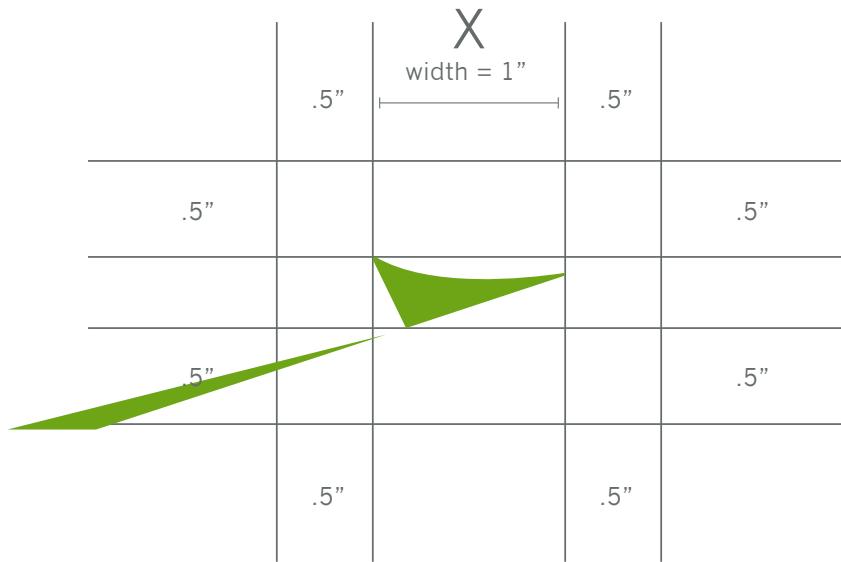
Don't rotate or bend the logo.
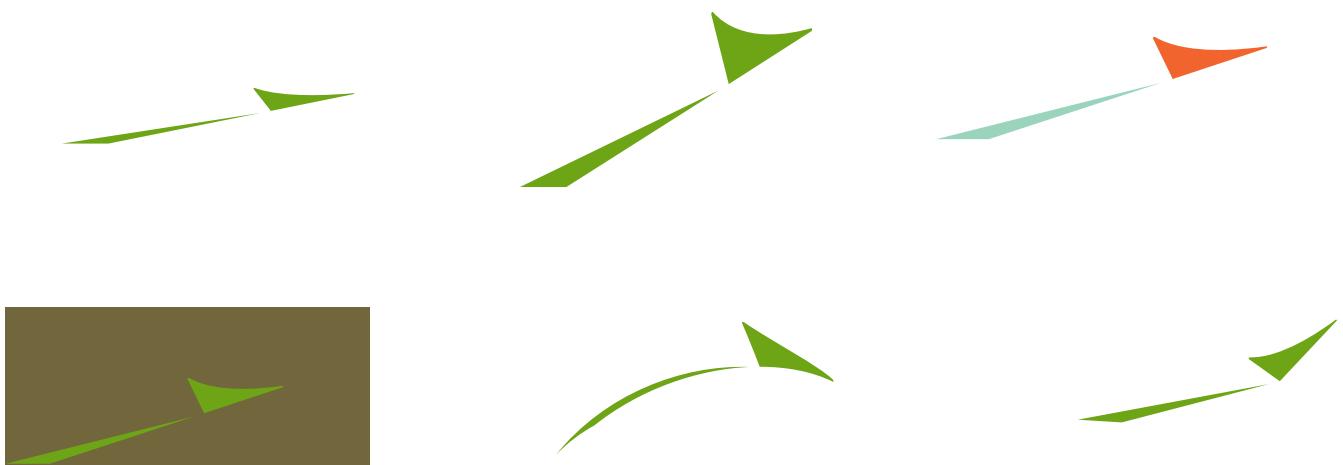
Don't change the layout of the logo.

Don't use a gradient or photo fill in the logo.

PLANE ICON

X
width = 1”

.5”

.5”   .5”

.5”   .5”

.5”   .5”

.5”   .5”

The plane icon may be used as a subtle background image. Minimum clear space surround the plane should be no less than .5” on each side when the plane is 1” wide. The trail left by the plane should always continue and bleed off of the page or background area.

PLANE ICON DON'TS

Do not distort, change the colors, lay on unapproved colors, rotate, bend, or change the layout of the plane.