



Brand Standards & Style Guide

Last updated: 07/2018

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One quick thing...

Consistency is critical to a strong identity. It is for this purpose that we have created this guide, both for internal and external purposes. This document will help ensure that FlightAware is represented with professionalism and consistency.

Every successful organization has a set of instantly recognizable characteristics associated with them that dictate how they are perceived – *that* is their brand. It presents a clear, strong and united image. It provides a way for us to make all FlightAware's communications look, sound and feel as if they are coming from the same place.

Our goal, and the reason for this document, is to have people think of FlightAware, as the authority on flight tracking. This document is fluid, however, and will continue to grow and expand, just like our brand and our company.

FlightAware Logo

Below are the acceptable formats and usages of the FlightAware logo. It consists of 2 parts: the logotype and the logomark (plane with “flight track”). Please do not separate them, they should always appear together, as shown in the examples below. *(Does not apply to social media profile images only.)*

NOTE: When FlightAware is being used within a sentence or in an instance that is not the logo, it always appears as one word with the “F” and “A” capitalized.



Full Color: Use for any digital or 4-color printing instance when the background is white or light in color. If the shade of background is too dark to distinguish both colors, use the knockout version below.

Alternate (Secondary) Formats



Black: Use on white or light backgrounds when the full color version is unable to be used, or color printing is not possible.



Knockout/White: To be used on dark colored backgrounds when the two brand colors of full color logo cannot be distinguished.

NOTE: Please assess the scenario where the logo will be used and apply the correct version. In the example to the right, the knockout version of the logo is perfectly acceptable.



Logo Clear Space & Sizing

To protect our brand's integrity, a defined "clear space" surrounds our logo. No other image or text should appear in this area.

The dotted line around the logo indicates the clear space. No matter the size of the logo, the white space around each side should always be *at least* the size of the vertical height of the "A" in Aware.



When reproducing the FlightAware logo, please be conscious of its size and legibility. To ensure quality reproduction in print, the logotype must appear no smaller than 0.66 inches wide. For web it should be no smaller than 48px wide.



0.66"

Unacceptable Logo Usage

The integrity of the logo must be respected at all times. Do not stretch, condense, morph or manipulate it in any way. Do not add 3-D effects, outlines, or change the proportion or position of any of the elements. Any modification creates confusion and diminishes impact.

Do NOT stretch or condense.



Do NOT remove or alter position of logo elements.



Do NOT add drop shadows or other effects.



Do NOT change the typeface.



Do NOT alter the proportions of logo elements



Do NOT change any of the colors.



Do NOT add a stroke or outline.



Do NOT rotate, spin or twirl.



Do NOT place on a busy background.



NOTE: While this was our original logo, we have since stopped including the tagline in general usage.



Color Palette

CORE COLORS



CMYK: 100 / 55 / 0 / 55
RGB: 0 / 47 / 93
PMS: 540
HEX: #002F5D



CMYK: 85 / 19 / 0 / 0
RGB: 0 / 160 / 226
PMS: 299
HEX: #00A0E2



CMYK: 4 / 60 / 100 / 0
RGB: 236 / 129 / 35
PMS: 144
HEX: #ED8000



CMYK: 0 / 28 / 100 / 0
RGB: 254 / 188 / 17
PMS: 1225
HEX: #FEB011



CMYK: 0 / 2 / 0 / 60
RGB: 112 / 114 / 119
PMS: Cool Gray 10
HEX: #707277

ACCENT COLORS



CMYK: 23 / 0 / 100 / 17
RGB: 171 / 180 / 0
PMS: 580
HEX: #ABB400



CMYK: 0 / 8 / 73 / 0
RGB: 250 / 224 / 81
PMS: 114
HEX: #FAE051



CMYK: 99 / 83 / 46 / 51
RGB: 6 / 35 / 64
PMS:
HEX: #062340

WEB COLORS



RGB: 175 / 30 / 35
HEX: #AF1E23



RGB: 0 / 169 / 0
HEX: #05A94B

Tints

Tints are available for use in extending the color palette and to provide more design options, while still remaining consistent with the brand. Tints should be used judiciously and only when absolutely necessary.



CMYK: 100 / 55 / 0 / 55

RGB: 0 / 47 / 93

PMS: 540

HEX: #002F5D



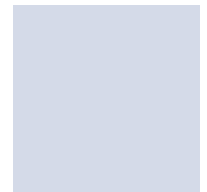
60%



40%



20%



10%



CMYK: 85 / 19 / 0 / 0

RGB: 0 / 160 / 226

PMS: 299

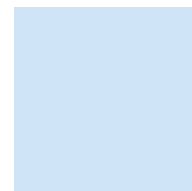
HEX: #00A0E2



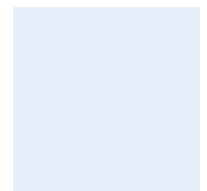
60%



40%



20%



10%



CMYK: 4 / 60 / 100 / 0

RGB: 236 / 129 / 35

PMS: 144

HEX: #ED8000



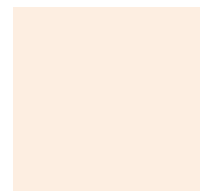
60%



40%



20%



10%



CMYK: 0 / 28 / 100 / 0

RGB: 254 / 188 / 17

PMS: 1225

HEX: #FEB011



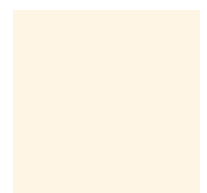
60%



40%



20%



10%



CMYK: 0 / 2 / 0 / 60

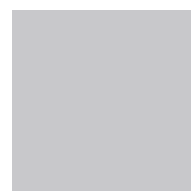
RGB: 112 / 114 / 119

PMS: Cool Gray 10

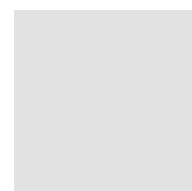
HEX: #707277



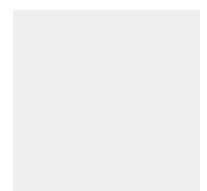
60%



40%



20%



10%



Typography

LATO (Use for headlines, subheads, captions, etc.: NOT body copy.)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ~ ! ? @ # \$ % ^ & * () / < >

Heavy

Heavy Italic

Medium

Medium Italic

Bold

Bold Italic

Regular

Italic

Semibold

Semibold Italic

Light

Light Italic

HELVETICA NEUE (Use for all body copy.)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ~ ! ? @ # \$ % ^ & * () / < >

Black

Black Italic

Regular

Italic

Bold

Bold Italic

Light

Light Italic

Medium

Medium Italic