



# **GRAPHIC STANDARDS MANUAL**



# **AIR USA GRAPHIC STANDARDS MANUAL**

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# Introduction

## About AIR USA

The United States of America (also known as the United States, USA, or America) is the world's third most populous city and the world's third biggest country in terms of size. The United States is comprised of 50 states, and its capital city is Washington D.C.

To reflect this country, I decided to create my logo in the form of a bald eagle's head with an airplane flying around it. The reason for this is because the bald eagle is a mighty creature embodying the United States. Additionally, I wanted to showcase colors that would be faithful to the country - especially red, blue, and white.

# Part 1: Logos



# Black and White Version of the Logo



Vertical logo

**airUSA**



**airUSA**

Horizontal logo

# Colored Version of the Logo



Vertical logo

air**USA**



air**USA**

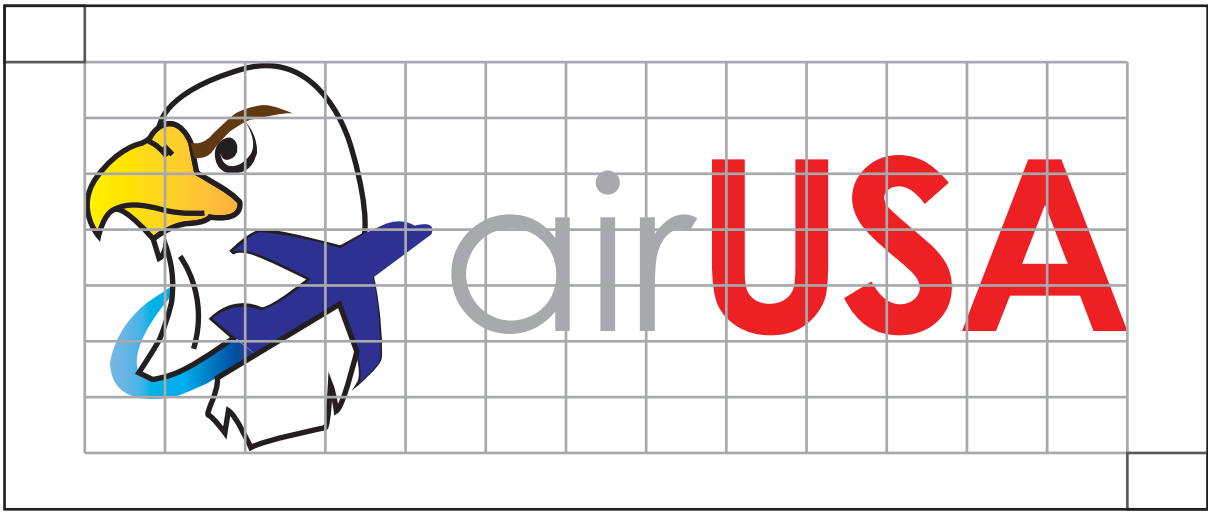
Horizontal logo

# One Color Version of the Logo





# Clear Space



# Color Palette

<b>R: 255</b> <b>G: 51</b> <b>B: 51</b> <b>C: 0%</b> <b>M: 92%</b> <b>Y: 83%</b> <b>K: 0%</b> <b>#FF3333</b>	<b>R: 153</b> <b>G: 153</b> <b>B: 153</b> <b>C: 43%</b> <b>M: 35%</b> <b>Y: 35%</b> <b>K: 1%</b> <b>#999999</b>	<b>R: 51</b> <b>G: 51</b> <b>B: 153</b> <b>C: 96%</b> <b>M: 95%</b> <b>Y: 0%</b> <b>K: 0%</b> <b>#333399</b>	<b>R: 255</b> <b>G: 255</b> <b>B: 255</b> <b>C: 0%</b> <b>M: 0%</b> <b>Y: 0%</b> <b>K: 0%</b> <b>#FFFFFF</b>	<b>R: 51</b> <b>G: 51</b> <b>B: 51</b> <b>C: 69%</b> <b>M: 63%</b> <b>Y: 62%</b> <b>K: 58%</b> <b>#333333</b>	<b>R: 102</b> <b>G: 51</b> <b>B: 0</b> <b>C: 38%</b> <b>M: 75%</b> <b>Y: 100%</b> <b>K: 48%</b> <b>#663300</b>
---	--	---	---	--	---



**R: 255**  
**G: 255**  
**B: 0**  
**C: 6%**  
**M: 0%**  
**Y: 97%**  
**K: 0%**  
**#FFFF00**

**R: 255**  
**G: 153**  
**B: 51**  
**C: 0%**  
**M: 48%**  
**Y: 88%**  
**K: 0%**  
**#FF9933**



**R: 117**  
**G: 182**  
**B: 228**  
**C: 49%**  
**M: 20%**  
**Y: 0%**  
**K: 11%**  
**#75B6E4**

**R: 0**  
**G: 153**  
**B: 255**  
**C: 70%**  
**M: 34%**  
**Y: 0%**  
**K: 0%**  
**#0099FF**

**R: 51**  
**G: 51**  
**B: 153**  
**C: 96%**  
**M: 95%**  
**Y: 0%**  
**K: 0%**  
**#333399**

# Typography

Font: Century Gothic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()\_+={}\|:;'"<,>.?/**

Font: Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()\_+={}\|:;'"<,>.?/

Font: Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()\_+={}\|:;'"<,>.?/

Font: League Spartan Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()\_+={}\|:;'"<,>.?/**

# Things to Not Do to the Logo



DO NOT CHANGE THE COLORS



DO NOT CHANGE THE LOGOTYPE POSITIONS



DO NOT CHANGE THE FONTS



DO NOT STRETCH THE LOGO



DO NOT ADD A DROP SHADOW



**DO NOT CHANGE THE FILLS OF THE LOGOTYPE INTO STROKES**



**DO NOT PLACE THE LOGO ON A BACKGROUND COLOR THAT IS NOT PART OF THE LOGO'S COLOR PALETTE**



**DO NOT PLACE THE LOGO ON AN OVERLY BUSY BACKGROUND**



**DO NOT REDUCE THE OPACITY OF THE LOGO**



**DO NOT GIVE THE LOGO AN OUTER GLOW**



DO NOT WARP THE LOGO



DO NOT SEPERATE THE LOGOTYPE AND THE IMAGE



DO NOT BLUR THE LOGO

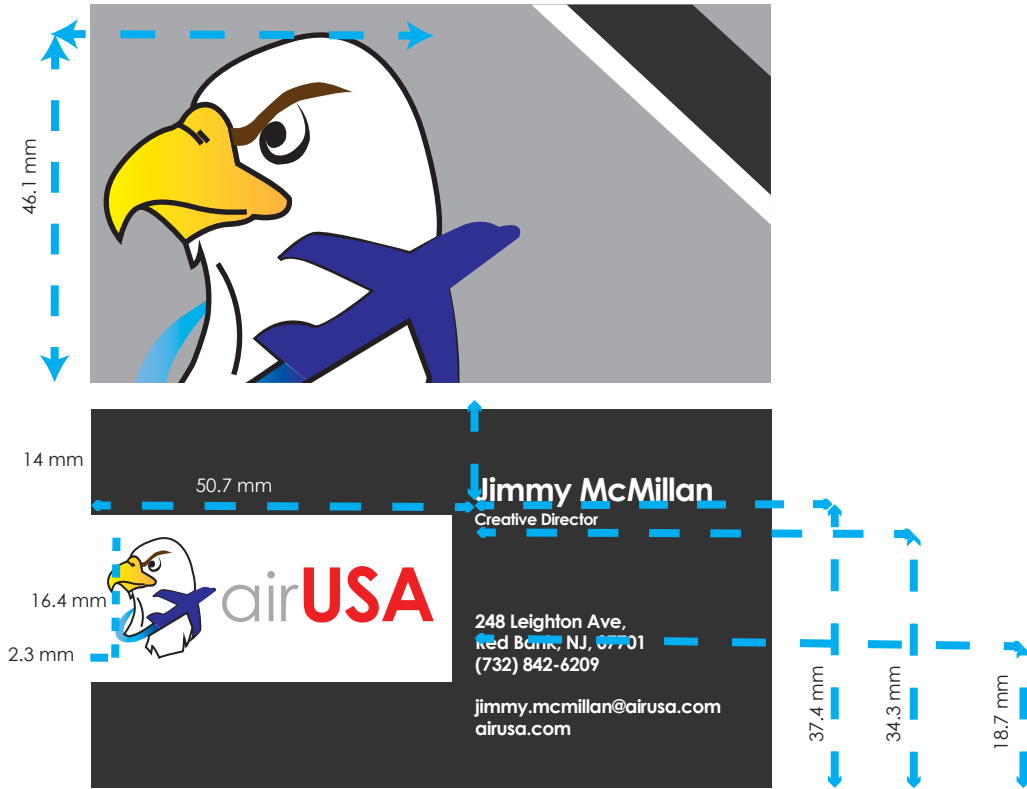


DO NOT REVERSE THE IMAGE

# Part 2: Stationary Items



# Company Business Cards



## Name

Font: Century Gothic (Bold)  
 Size: 12 pt  
 Color: White

## Position

Font: Century Gothic (Bold)  
 Size: 6 pt  
 Color: White

## Contact info

Font: Century Gothic (Bold)  
 Size: 7 pt  
 Leading: 8 pt  
 Color: White



# Letterhead

## Contact info

Font: Century Gothic (Bold)

Size: 8 pt

Leading: 11 pt

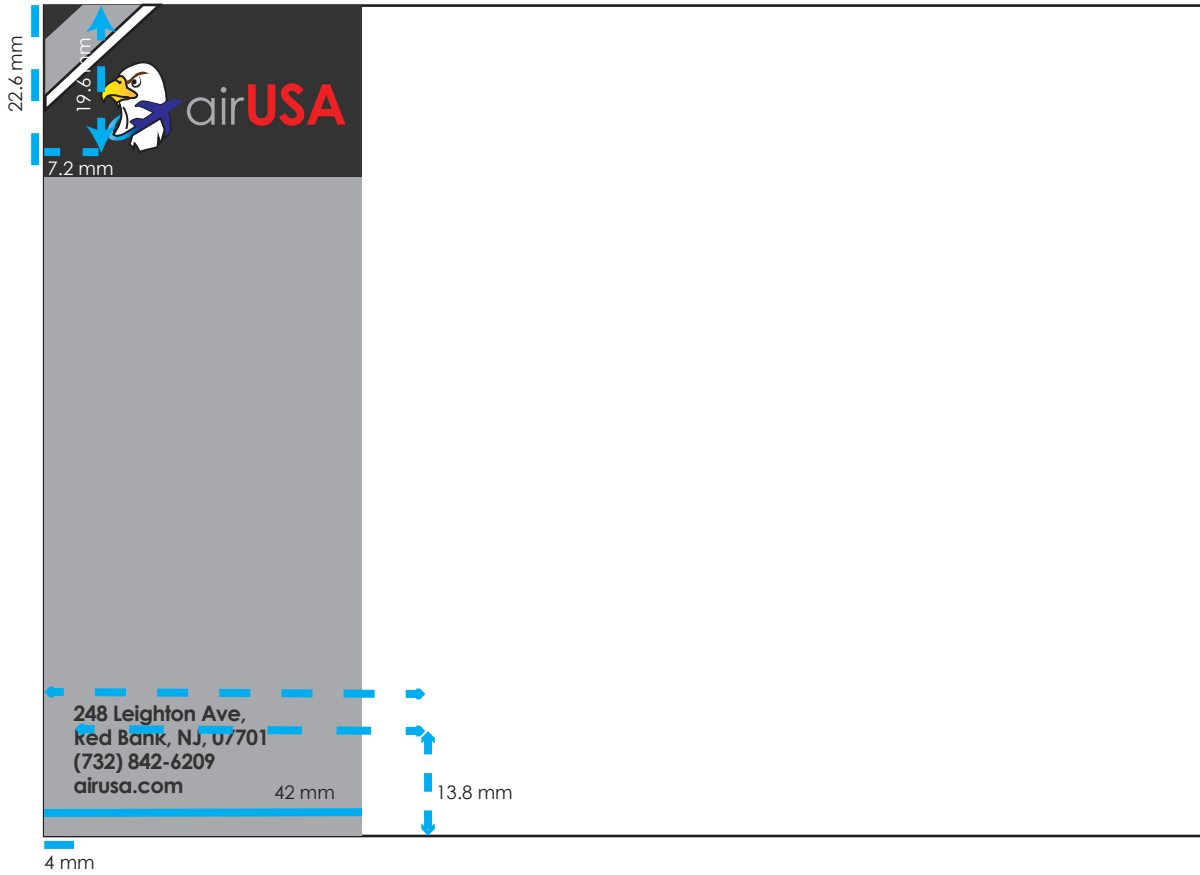
Color code: #333333



248 Leighton Ave,  
Red Bank, NJ, 07701  
(732) 842-6209  
airusa.com

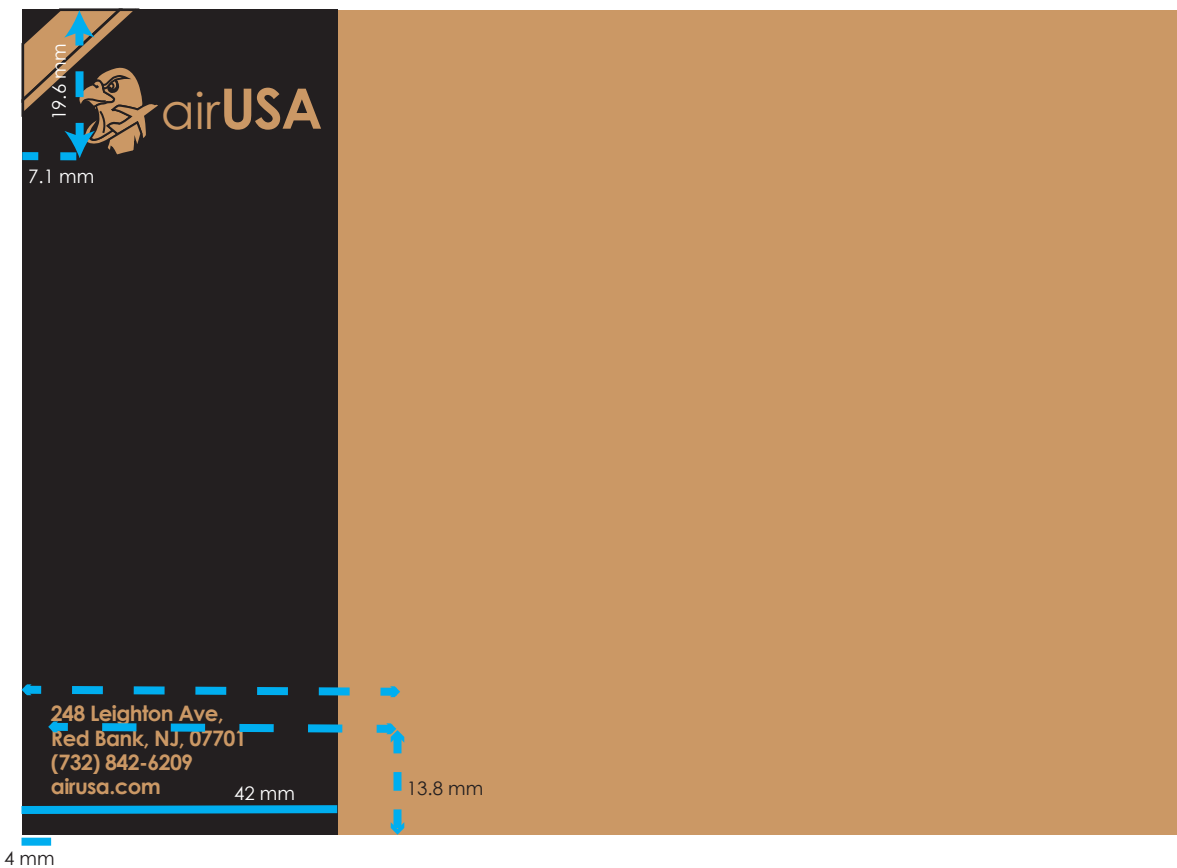
117.2 mm

# A4 White Envelope and Brown Envelope



## Contact info

Font: Century Gothic  
(Bold)  
Size: 8 pt  
Leading: 9 pt  
Color code: #333333



## Contact info

Font: Century Gothic  
(Bold)  
Size: 8 pt  
Leading: 9 pt  
Color code: #cc9966

# ID Card



**Picture size: 22.6 mm x 27.6 mm**

**Name**

Font: Century Gothic (Bold)  
Size: 12 pt  
Color code: #333333

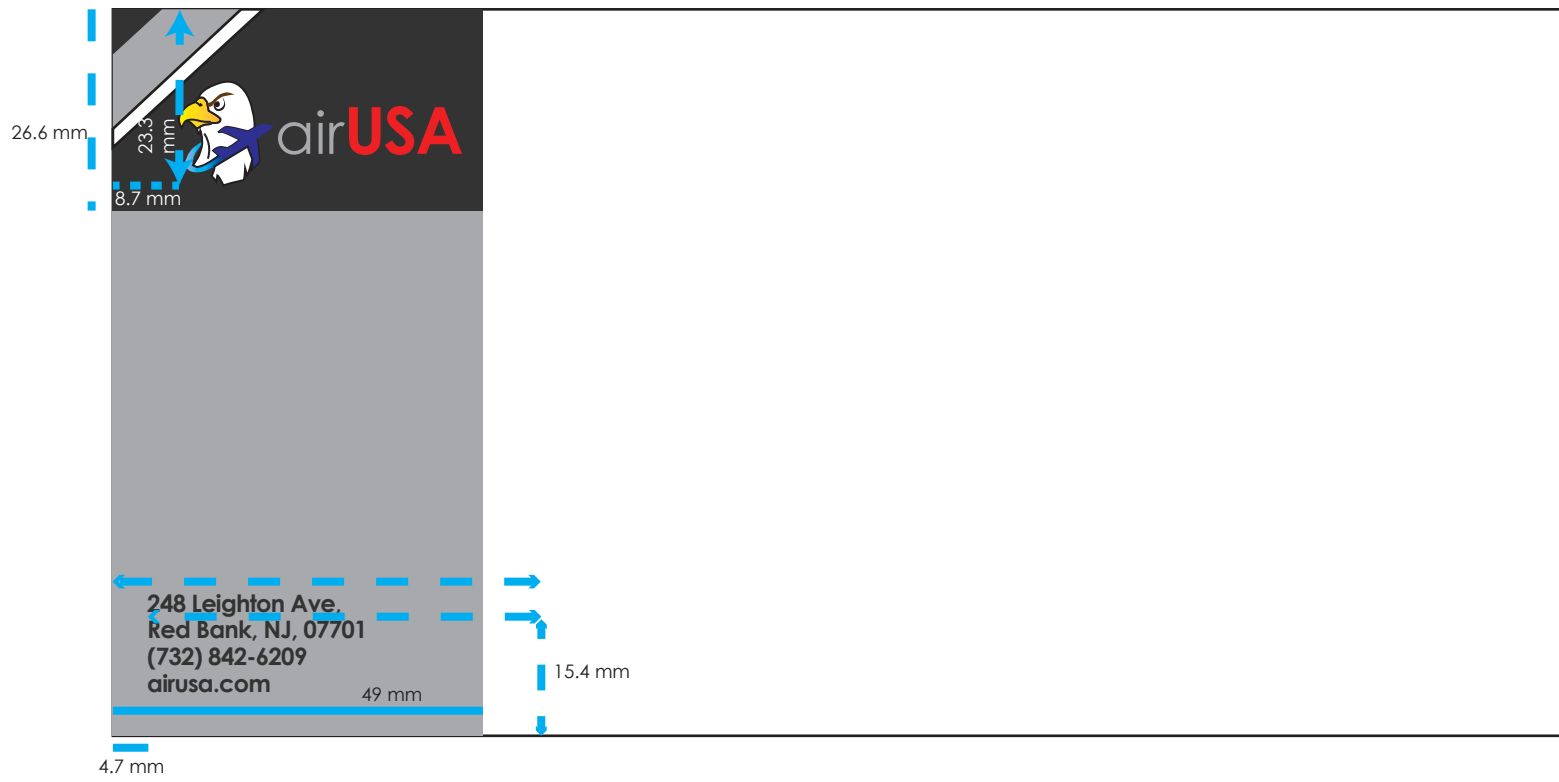
**ID number**

Font: Century Gothic (Bold)  
Size: 12 pt  
Color code: #333333

**Position**

Font: Century Gothic (Bold)  
Size: 6 pt  
Color code: #333333

# DL Envelope



## Contact info

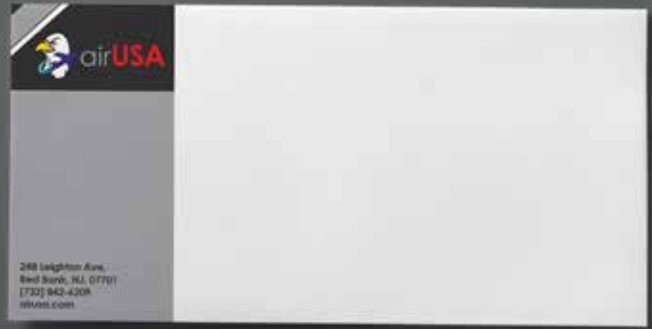
Font: Century Gothic (Bold)

Size: 9 pt


Leading: 10 pt

Color code: #333333

# Stationary Mockup



# Part 3: Application and Format



# Safety Card



## Safety Card

PLEASE DO NOT REMOVE FROM AIRCRAFT

### During take off and landing



### Oxygen



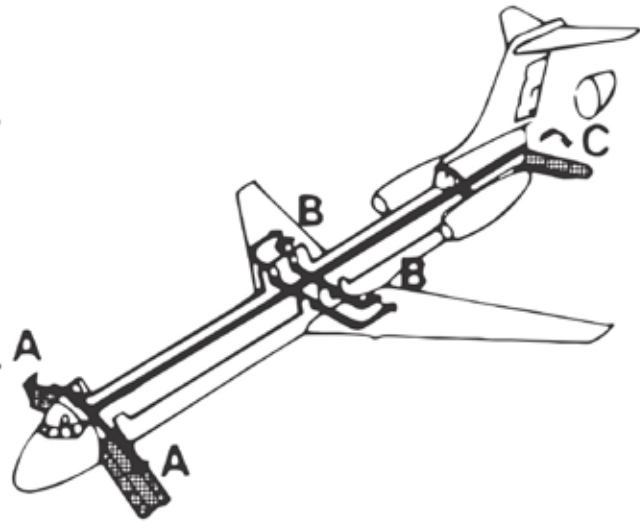
### Emergency landing and ditching



### Life vests



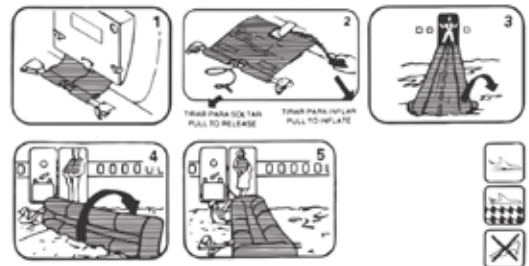
### How to open the aircraft door during an emergency



### How to open the aircraft window during an emergency




### Inflatable slide




# FLIGHT US1897

# Boarding Passes



## ECONOMY CLASS

## BOARDING PASS



<b>NAME</b> BENJAMIN DAVIS	<b>GATE</b> 19A	<b>SEAT</b> 25C
<b>FLIGHT</b> US1897	<b>BOARDING TIME</b> 20.30	<b>DATE</b> 15 AUG
<b>FROM</b> <b>JFK</b>	➔	<b>TO</b> <b>LAX</b>

FLIGHT: US1987


GATE: 19A

SEAT: 25C

FROM: JFK


TO: LAX

NAME: BENJAMIN DAVIS



## BUSINESS CLASS

## BOARDING PASS



<b>NAME</b> BENJAMIN DAVIS	<b>GATE</b> 19A	<b>SEAT</b> 25C
<b>FLIGHT</b> US1897	<b>BOARDING TIME</b> 20.30	<b>DATE</b> 15 AUG
<b>FROM</b> <b>JFK</b>	➔	<b>TO</b> <b>LAX</b>

FLIGHT: US1987


GATE: 19A

SEAT: 25C

FROM: JFK


TO: LAX

NAME: BENJAMIN DAVIS



## FIRST CLASS

## BOARDING PASS



<b>NAME</b> BENJAMIN DAVIS	<b>GATE</b> 19A	<b>SEAT</b> 25C
<b>FLIGHT</b> US1897	<b>BOARDING TIME</b> 20.30	<b>DATE</b> 15 AUG
<b>FROM</b> <b>JFK</b>	➔	<b>TO</b> <b>LAX</b>

FLIGHT: US1987

GATE: 19A

SEAT: 25C

FROM: JFK

TO: LAX

NAME: BENJAMIN DAVIS



# Baggage Tags

**THIS BAG BELONGS TO**

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone number: \_\_\_\_\_



# Frequent Flyer Cards



Silver



Platinum

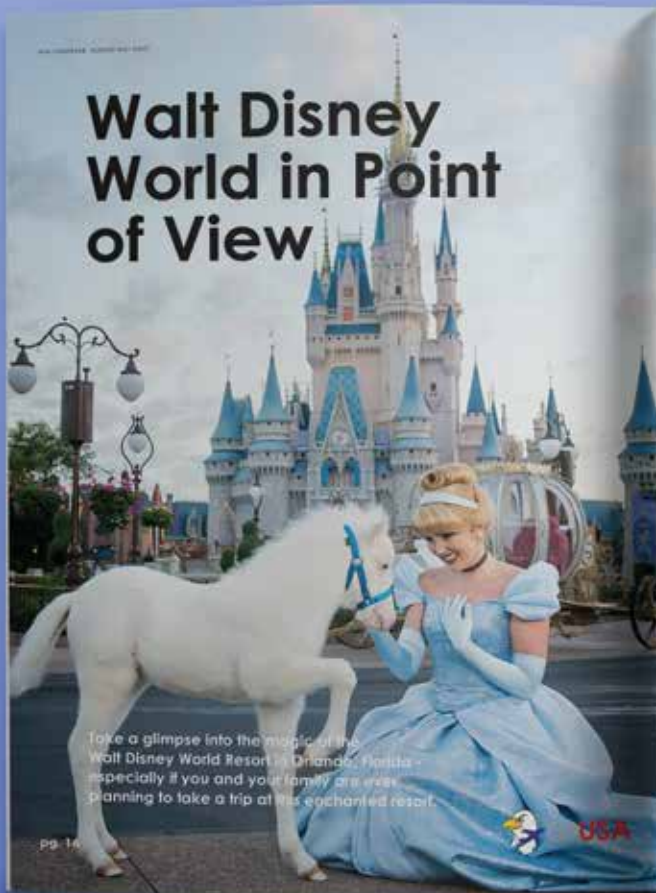


Gold

# Inflight Magazine Cover



# Inflight Magazine Ad Mockup



## How to do all 4 Disney World parks in one day

Written by Megan DuBois



See what parks open early and close late.



- If it is possible to do all four Disney World parks in one day, but it's take careful planning.
- Your best bet is to either start or end at Magic Kingdom.
- Opt to drive if that's an option for you, Disney World transportation can be unreliable.

You've heard of park hopping at Walt Disney World as a way to experience more than one of the theme parks in one day, but some guests take it to the extreme and try to experience all four parks in one day! This type of challenge is achievable for any guest with a little bit of planning, and some tips and tricks on how to get the most out of the day.

There are a few basic "rules" to follow if you're looking to do all four parks in one day. Just stepping into a park to turn around and leave doesn't count. Riding an attraction or two, seeing a character or watching a show, then grabbing a snack on the way out does count.

The first thing you're going to want to do is see what parks open early and close late. You can do this on Walt Disney World's website, or on the My Disney Experience app. No matter which park opens early or stays open late, your best bet is to either start or end at Magic Kingdom.

The reason behind this is because Magic Kingdom has a parking lot that's not directly attached to the park. You have to take a second mode of transportation to the main entrance in either a monorail or a ferry boat. This can eat up a lot of time and when you're doing all four parks in one day and there's no time to waste.



pg. 17



# Horizontal Poster



# Vertical Poster



# Part 4: Vehicles



# Airplane





# Long Truck



# Pick Up Truck



# Truck



# Bus



Done By: Evan Hartono  
Corporate Identity  
Mr. Teddy Suteja  
LaSalle College Jakarta

